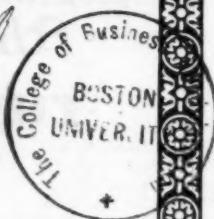
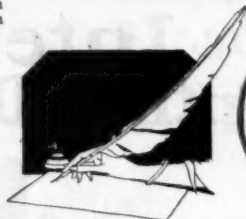


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXVIII, No. 9 NEW YORK, MARCH 2, 1922 10c A COPY

B. A. I. S. 1906 with
N. W. Ayer & Son



*"I know the hand: in faith, 'tis a fair hand;
And whiter than the paper it writ on
Is the fair hand that writ."*

—Merchant of Venice

SO spoke Lorenzo of a letter from his beloved Jessica. In the writing he easily pictured the hand that penned the welcome words.

Some hands are fat with stubby fingers, others lean and wiry with a vise-like grip. Each puts different pressure on the pen; shapes letters differently, demands different pen points, in order that thought and words may flow uninterruptedly.

To make pens with points and flexibility suitable for every type of hand and every school of handwriting is the unique achievement of the Spencerian Pen Co., of New York City.

Spencerian advertising has kindled handwriting consciousness. Persistent persuasion as to the value of the "personal pen" has taught the public to say "Spencerian" and "pens" in the one breath.

Does your trade name automatically come to people's minds when your kind of merchandise is needed?

N. W. AYER & SON
ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Problem: Given sterling silver to advertise, how make certain that the public will not confuse it with *plated* silver?

The Inter~ rupting IDEA



—this pictorial presentation with the simple phrase "Wrought from Solid Silver", created for the International Silver Company by

FEDERAL
Advertising Agency Inc.
6 East 39th St.  New York

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXVIII

NEW YORK, MARCH 2, 1922

No. 9

Gold Dust's "28 Uses" Leads the Way to Wider Markets

New Campaign Introduces Famous Gold Dust Twins to Many New Uses about the House and Farm

By Roland Cole

WHAT is the value to a manufacturer of one new use for his product?

A man called on the president of a soap company. He sent in his card with the following message scribbled on the back: "If I can show you one new use for your product, how much will you pay me for it?"

Thinking the man might be a crank the president sent his assistant out to talk with him. Ten minutes later the assistant came back.

"This man claims he has discovered a new use for our toilet soap," he reported, "and wants us to make a contract with him to pay him a royalty of 25 per cent on one-half the soap sold for the new use during one year if we will add one line to our published advertisements suggesting this new use."

"What is the new use?" asked the president.

"That he refuses to say until we advise him in writing we will either make a contract with him or promise not to use the idea for twenty-five years," replied the assistant.

"Nothing doing," said the president.

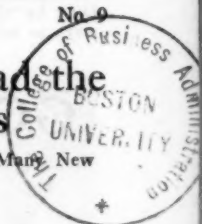
This was the man's idea, which he later explained to the assistant: He discovered, he said, that the company's toilet soap made an excellent shaving soap. Therefore, he reasoned, there might be several million other men in the United States who would be glad

to know it and to use the soap for shaving. His proposition was to have the company insert one line in every advertisement, to read, "Men—Use it for shaving!" As to any increase in sales resulting, he was satisfied to leave this matter to the company. If an increase was noticeable, all he asked was a commission of 25 per cent on half the estimated increase.

The N. K. Fairbank Company, manufacturer of Gold Dust Shaving Powder, became convinced a short time ago that if it could persuade every user of Gold Dust to find one new use for it in addition to every use made of it at present, the company would double its business.

This is the thought that lies behind the present advertising campaign of the company. When the campaign started about a year ago the company collected a list of twenty-eight uses for Gold Dust and began to feature these uses in its national campaign in women's publications and in the street cars.

There is nothing startling in the announcement that an advertiser is featuring new uses for his product, as many advertisers have done this before and have generally done it with success. The point of outstanding interest in the present campaign of the N. K. Fairbank Company is the way in which the company has been able to elevate Gold Dust to new surroundings and introduce it to new environments.



What this advertiser has done is of significance to other advertisers because of the conspicuously successful way in which the company has been able to increase the consumer consumption of Gold Dust by showing the public new ways in which to use it.

show the public a few new uses?

The public, for example, has been accustomed for years to think of Gold Dust as a kitchen convenience. It was usually shown for scrubbing the floor or washing pans and kettles. Through its association with the menial tasks of

pantry and kitchen, it failed of consideration for more exalted work, as an expert washer of dishes might be overlooked in the search for a new parlor maid.

In its campaign of new uses, therefore, the company has done much more than merely advocate the use of Gold Dust for cleaning silverware and baby's bottles. It has literally brought Gold Dust into the dining-room and nursery.

Thus is advertising finding a new function—one that it did not possess until a few years ago: It is a discoverer and creator of new uses. It takes one use and "broadcasts" it like a wireless message over the land and millions of people form new habits and discover new uses themselves which they hand back to the advertiser multiplied, and the new uses build new factories.

The public has witnessed a decided change in Gold Dust advertising during the last year. For years the "Twins" figured prominently in almost every advertisement and card card. The usual way of featuring them was to show them at work in the kitchen or doing spring housecleaning. In the present advertising campaign it is almost impossible to find them, they are so small. The big thing in the advertising copy of the past was the "Twins."

GOLD DUST

For many housewives, Gold Dust is a sort of leading secret under the door, and cleaning with ease!

For one quality Gold Dust does double duty. First it cleans, and then it shines.

Always ready for visitors!

YOU take pride in your dining room table and tea room, don't you? And you want to keep your floor and table sparkling, your cut glass and china "spot" and sparkling—always ready for visitors!

Use housekeeper, this always adds her grace to Gold Dust. Clean that so other cleaners will easily add such a sparkle to china, silver and glass, because no other cleaner will clean so thoroughly as Gold Dust. And so other cleaners will keep "fatty and buttery" things so sweet because no other cleaner is thoroughly—and only—shining the dinner. That is for Gold Dust recipe!

Place a sweet tablespoon of Gold Dust in the dishpan. Fill with hot water. Use a soft cloth or dish soap for china. For porcelain and silver use a soft brush. Scald with fresh hot water.

You can find Gold Dust everywhere! But—like the housekeeper, to save it is the real Gold Dust you buy.

Let the Gold Dust Twins do your work!

GOLD DUST

GOLD DUST ADVERTISING IN WOMEN'S PUBLICATIONS ASSUMES A MORE SERIOUS TONE

How many advertisers have missed this big thought in their campaigns! How many people stand at the present moment ready to buy an automobile if someone would only take the trouble to show them enough uses for it to make its purchase seem a wise investment? Why is not this same thing true of almost every product now on the market? To what extent have the sales of raisins, prunes, apricots and yeast been increased because the advertisers took the trouble to



BUILD YOUR HOUSE ON A ROCK

Winning Christian Herald families is like building your house on a rock. Their permanent trade is worth while because they not only buy for their homes and personal requirements, but also influence the purchases of their friends and their local trades-people to a remarkable extent.

It has been definitely proven that in Christian Herald homes, the Christian Herald comes first in influence in preference to all other publications.

Consistent advertising in Christian Herald will develop a market remarkable for its responsiveness and permanency.

The Christian Herald

GRAHAM PATTERSON, Publisher

BIBLE HOUSE, NEW YORK

Today the big thing is the use of Gold Dust.

Herein is one of the significant developments of advertising during the last few years—the ever-growing importance of the use of a thing and the diminishing importance of the thing *per se*.

the Gold Dust Twins.

This caused the barber to say: "Gold Dust? Well, well! I've used Gold Dust a long while and for a lot of things. I found out one way to use it that I'll bet you never heard of before."

He was absolutely right. The Gold Dust man had certainly never heard of it before. In fact, as he listened to the barber's explanation of how he used it he realized with a shudder that there might be people in the world who would try to use it as a tooth powder, and that it might be well for the company to be a little conservative in its claims for uses.

The barber explained that his shop was located in a region where there was also located a number of cement manufacturing concerns. Many of the cement employees patronized his shop. He had a great deal of difficulty serving these men when he first went into business, because tiny cement particles got into their hair and adhered to their scalps.

He tried his best to wash the cement out with ordinary soap, but without success. Then one day he thought of Gold Dust.

When the next cement-encrusted customer came into the shop the barber sprinkled his head with a little Gold Dust. It worked. He never had any difficulty in getting the cement out of his customers' hair after that. So far as he had observed, his customers liked it and there were no ill effects, but rather good effects, although he had not yet advertised to his clientele that he made a specialty of "Gold Dust Shampoos."

(Continued on page 135)



Home, Sweet Home

WHAT sunshine is to the crops, Gold Dust is to the home. Its harvest is cleanliness—hygienic cleanliness. Milk churn or kitchen floor, separator or china-ware, milk cans or coffee pot, things in the house or things in the dairy, there are dozens of demands for Gold Dust every day.

Gold Dust eases the burdens of housework, creamery work, dairy work. It works quickly, thoroughly, gently. No hard rubbing or scouring. No complicated directions. Just hot water and a little of this magic cleanser. Dissolves the dirt. Releases stubborn milk grease. Every utensil mirror-bright and sanitary.

For easier, quicker, better cleaning, keep Gold Dust handy. You will recognize the one-and-only-genuine by the name Fairbank's and the famous Twins on the package. The price is but a trifle.

©1918 FAIRBANKS COMPANY

Gold Dust cleanser for various uses. Cleanses, deters, brightens, whitens, polishes, shines, shines, shines.



And, of course, Gold Dust keeps off the dirt and grime that so often collect on the walls of the house.

Let the Gold Dust



Twins do your work

MANY USES FOR PRODUCT ON THE FARM ARE SHOWN IN FARM-PAPER ADVERTISING

When the company began its nation-wide effort to find additional uses for Gold Dust, it uncovered some uses it was unable to advertise.

For example: One of the officials of the company was one day aboard a railway train and found himself seated beside a man who, becoming chatty, introduced himself. He said he was a barber in business in a certain town. The Fairbank representative thereupon admitted his relationship to



n' Dad said, "You can pick it out"

"Well, how'd you know what to pick out? What d'you know about watches?"

"What d'you think I am, a dumb-bell? That there watch has been advertised for years, an' I know it's good. Ev'rybody knows it's good!"

Boys may not be the most accurate logicians or skilled orators, but they are the keenest observers in the world. Once "sold" they are the fastest friends that a person, institution or piece of merchandise can have.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World"

has a loyal, faithful following of more than half a million of the finest fellows in the country—boys averaging between 15½ to 16 years in age. Almost invariably these boys are the leaders in their crowds. What they read in THE AMERICAN BOY exerts a tremendous influence on them. What they like, have and use is closely followed by the bunch.

That is why manufacturers using the advertising columns of THE AMERICAN BOY travel right into the heart of boydom. They stand to win immediate boy confidence and boy support, and establish a contact that outlasts the years.

June, the end of the school year, is a great period for gifts of watches. Many boys are then ready for high school—and watches.

Copy reaching us by March 20th will appear in the May issue. May and June are excellent months for watch advertising.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

Where advertising gets the introduction—but personal selling must consummate the sale

A TRANSCONTINENTAL railroad—a great national bank—the largest maker of cartons and fibre shipping cases—all must make their services known and establish contacts, but in each instance a customer will be secured or lost by the personal selling done from that point on.

This is true wherever the unit of sale is large.

The importance of the right kind of advertising for such commodities and services is clear. The proper co-ordination of this advertising with personal selling effort is no less important.

[illegible]



Shifting $\frac{1}{4}$ of an inch made all the difference
How a change in the shape of a corner increased the packer's new margin of profit

Only one in 10 papers can give you the characteristics of Gaye's

GAYE TOURS — Founded 1902
 244 Madison Avenue, New York
 200 East Avenue, Chicago
 100 East Avenue, Cleveland

WALTER GAYE COMPANY
 244 Madison Avenue, New York
 Labels Shipping cases



Neglect did this

DAVEY TREE SURGEONS

THE DAVEY TREE EXPERT CO., Inc.
 1007 West 10th Street
 Seattle, Wash.



Every hour saved in turnover adds power to your capital

IRVING NATIONAL BANK
 NEW YORK

With leading organizations which have such articles or services to sell, we shall be glad to discuss the problem further. J. Walter Thompson Company, 244 Madison Avenue, New York City. Branch Offices: Chicago, Boston, Cincinnati, Cleveland, London.

Are Your Sales Letters Written in a "High-Pitched Voice"?

It Is Possible That Is the Reason the Audience Dislikes to Listen

By Maxwell Droke

WE all well remember the "Friday Speaking Day" exercises at school years ago. To this very moment we can vision ourselves ascending the platform with solemn, stately tread, there to recite "Thanatopsis," "The One-Horse Shay" or "Curfew Shall Not Ring Tonight."

No matter what the occasion or the oration, we had one set style with patented gestures to fit. We spoke each "piece" in an eager, high-pitched voice, and then, with a mechanical bow, we walked away, the plaudits of the multitude ringing in our ears.

It has come to me in recent years that many of us are writing sales letters in much the same manner in which we formerly delivered our schoolday orations; that is to say, we are writing in a high-pitched voice. About much of our work there is that same unnatural emphasis upon trivialities; that same feeling that we must make an impression; we must get over our Great Message. In brief, we are "speaking a piece" on paper, with punctuation marks for gestures.

Let me give you a patent example of the sort of thing I mean. Here is an excerpt from a sales letter that came to my desk a few months ago—a letter designed to sell a correspondence course:

The men who are DOING THINGS in the United States today, the men who are INFLUENTIAL and POWERFUL, or the men who are DESTINED TO BECOME SO, find LIFE TOO SHORT to learn only by THEIR OWN PERSONAL EXPERIENCE. They are WISE enough and FARSIGHTED enough to know that success comes only to those who STUDY and ADAPT to THEIR OWN ENTERPRISES the SUCCESSFUL METHODS of OTHERS. FOR SUCH MEN AS THESE has THIS MASTERFUL COURSE been prepared. —and so on and so forth for paragraph after paragraph.

You can feel the tenseness of the sentences. You can all but hear the writer gasping for breath between the continual succession of ups and downs. He is trying so hard to make an impression, and sell us something, that we cannot help but be aware of it. And so we buckle the armor of resistance a bit closer about us and prepare to give battle. It is only natural that we should.

It seems to me that this tendency to write in a high-pitched voice is materially fostered by a fallacious conviction that so many word workers seem to share in common. They are convinced that it is their solemn duty to become enthusiastic about adding machines, apricots, automobiles, or whatever chances to be the subject of their discourse. So they literally lash themselves into a white heat of enthusiasm, and frothing at the mouth in wild ecstasy, they grab a pen and put their precious thoughts on paper, before they sober up and become rational.

In the crude parlance of the day, this sort of reasoning is "bunk." In the preparation of effective sales letters, there is no place for wild-eyed enthusiasts. The sooner we get this idea across with full force, the better it will be for all of us.

Too often we lose sight of the fact that a sales letter is merely a sales canvass on paper. The same methods of presentation, the same arguments apply. If we would remember this simple truth there would be fewer sales letters written in a high-pitched voice.

Upon my desk as I write there is a stack of sales letters picked at random from daily correspondence. Let me quote just a few of the flagrant exaggerations,

IVAN B. NORDHEM COMPANY

announces
the appointment of

MR. VERN PRIDDY

in association with

MR. FRED H. RALSTEN

as Western Representative

Mr. Priddy, formerly account executive of N. W. Ayer and Son, Western Manager of Review of Reviews, and representative of the 'Butterick Publishing Company, will devote himself exclusively to the serving of the clients of

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

*Chicago
117 N. Dearborn Street*

*Pittsburgh
Bessemer Building*

brought on by overdoses of enthusiasm:

"A barrel of ——— Paint will save you a barrel of money."

"It has banished tire trouble FOREVER."

"Hundreds of thousands of people will eagerly read this ad in the Sunday papers."

"You CANNOT BUT AGREE THAT OURS IS A WONDERFUL LINE OF GOODS."

"Here's the greatest trade-builder of the year."

"This is the most liberal proposition I ever made to any man!"

Now, mark you, these are not the anthems of the typical old-time advertiser. For the most part they are excerpts from the sales letters of folks who ought to know better—big business houses with a reputation to sustain.

But you interrupt me to ask, "Suppose we really have a sensational story to tell; What would you have us do? Shall we bury it under a ton or so of ponderous 'we-beg-to-states'?"

In answering your question permit me to propound another: Suppose, for a moment you controlled a secret process for making an entirely satisfactory substitute for a product universally used in one of the country's most important industries. And suppose again that you could manufacture and sell your substitute for *one-twentieth* of the fixed price of the regular product. Wouldn't you feel that you had a *sensational* story to tell?

Now, I want to show you by an extract from an actual sales letter just how this story *was* told effectively without resorting to meaningless hip, hip, hurrahs.

We simply ask that you *get the facts* about KARCAD—the new black that costs but a fraction of the price of Lamp Black or Carbon Black.

We don't come to you telling 'the story of KARCAD in circus poster language. It isn't necessary to make wild promises or extravagant claims. Because we have the goods. We say simply that here is a really remarkable black pigment. You ought to know about it. We believe that KARCAD will save you thousands of dollars. . . .

Attracted by the very simplicity of this letter, some of the largest paint manufacturers in the country returned the post card for

"full particulars." A more rash and reckless presentation of the product would probably have met with their scorn.

A somewhat similar example is the case of a well-known automobile manufacturing concern that cleverly cashed in on all of the superlatives and hyperbole of competitors by sending out a letter to prospective dealers that ran something like this:

In a season when every automobile manufacturer is talking about "sensational price reductions" and all that sort of thing, here is a straightforward proposition that stands out head and shoulders above everything you have seen or heard about. . . .

This letter is really more sensational, more far-reaching in its claims than the majority of its predecessors or contemporaries. Yet they say in automobile circles that it "made a hit." It was *believed*, because it was not written in a high-pitched voice. The reader is led into the story so easily and naturally that he hardly knows what it's all about until it is too late to turn back.

And there are few of us who would not like to have *our* readers led in exactly the same manner.

Will Handle Kraft Cheese Advertising

The J. L. Kraft & Bros. Co., Chicago, manufacturer of Kraft & MacLaren's cheese, has placed its advertising account with Williams & Cunningham, Chicago advertising agency. Newspapers will be used in a campaign just commencing. A magazine campaign to begin later in the year, is planned.

W. F. Magill Joins Detroit "Free Press"

W. F. Magill, formerly in the editorial department of the Indianapolis News and the Detroit Journal, and for the past two years manager of sales promotion for Walker & Co., outdoor advertising, Detroit, has joined the promotion department of the Detroit Free Press.

Winton Appoints Agency

The Winton Company of Cleveland, manufacturer of the Winton Six, has placed its 1922 advertising with the United States Advertising Corporation of Toledo. Magazines and newspapers will be used.

FOOD

manufacturers entering the Iowa market almost invariably rely upon the 120,000 circulation of The Des Moines Register and Tribune to blanket Des Moines and exert State wide influence on the Iowa public.

We Co-operate

in many ways with food manufacturers. One of the most effective is our annual

Cooking School

food and home economics expositions, March 27th to April 1st, inclusive. On the evening of March 30th we entertain the retail grocers, brokers, wholesalers and traveling salesmen. Write for particulars if interested.

Representatives:

I. A. KLEIN
Metropolitan Tower
New York

GUY S. OSBORN
Chicago, Detroit
St. Louis

R. J. BIDWELL CO.
San Francisco
Los Angeles

Collier's

THE NATIONAL WEEKLY

2¢ a copy

In the March 4th Issue:

THE BEST MINDS, INCORPORATED
By William Allen White

THE MAN WHO WOULDN'T BE KING
By H. C. Witwer

WHAT MAKES PRICES TOO HIGH
By William R. Basset

THE LITTLE QUEENS
By Margaret Widdemer

THE HIDDEN ROAD
By Wadsworth Camp

"UNCLE HENRY"

EDITORIALS:

The Talking Sickness	The Dangerous Road
A Personal World	Benefactors
For Boys and Girls	A Good Inheritance

CARTOON BY J. N. DARLING

Habits of thought and action, whether they concern government and taxes or buying at the corner grocery, are personal things.

They can be influenced only by arousing the individual's direct personal interest.

Collier's interprets national subjects and national events in terms of the individual.

Collier's
THE NATIONAL WEEKLY

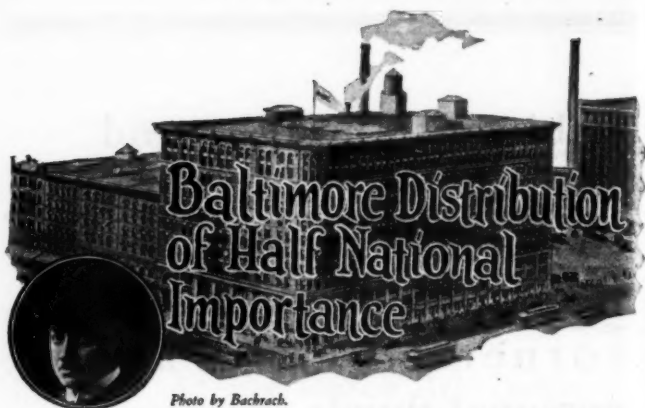


Photo by Bachrach.

The American Wholesale Corporation was established in 1882 by Mr. Jacob Epstein, president today.

It draws its principal following from 22 different states—from Pennsylvania to Texas—an area representing 35% of the Nation's population.

BALTIMORE is the eighth largest American market—there are nearly 800,000 people in and immediately around it, and it has a capacity to absorb merchandise up to its full population. Its significance in the National manufacturer's scheme of things, however, is vastly greater than its own personal buying power.

The American Wholesale Corporation, for example, only one of Baltimore's almost innumerable wholesale houses, has nearly 50,000 merchant customers, thousands of whom come here personally every year—to the Great Market of the Southeastern American States. In 1920, the business of this concern amounted to \$38,252,909.90—in 1921, \$34,855,330.46.

These merchants, and frequently their families, here for days or a week or so on end, not only search deeply into wholesale stocks, but naturally ramble all over the leading and most progressive retail places in their own lines as well. Goods on the shelves of Baltimore wholesale firms and generally distributed throughout the city's retail houses, are goods called very pointedly to the attention of these big-quantity buyers, here particularly to get posted on popular, salable, new lines—all by-product and clear profit from wide Baltimore distribution, since the city itself amply repays every cost involved in getting properly organized to sell it.

An intensive, sustained campaign in The NEWS and The AMERICAN, through which you can reach 180,000 homes—practically every buying family in and near Baltimore—is the keenest influence you can employ as an aid to salesmanship in securing complete wholesale and retail Baltimore distribution.

The combined rate for The NEWS and The AMERICAN daily—1,000 lines or more—is 30c; Sunday, 35c; Sunday American Rotogravure 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Advertising for More Revenue in Smaller Units

How the Montana Power Company Went Out after a New Kind of Business When Faced with a Loss of the Old

By Roy Dickinson

THE advertising departments of newspapers in many parts of the country have been receiving recently an increasing number of inquiries from local power and public-service companies. Such semi-public organizations have long been logical prospects for all sorts of advertising. The local power company can gain a great deal from advertising that manufacturers selling ordinary merchandise are not apt to obtain so quickly. It can sell additional loads to spread the demand for current over the twenty-four hours. It can merchandise a new product, such as an electrical appliance, with a direct consumer connection.

The Montana Power Company of Butte has proved what advertising can do in a short space of time for a semi-public utility. In a concentrated selling and advertising campaign of twenty-one days, this company was able to sell more electrical appliances than the company had sold during the period of two years prior to the sale. Considering the economic condition of the locality at the time, and the fact that the maximum potential selling field was confined to 32,000 resident lighting consumers, the result was very satisfactory from the company's standpoint.

Along in September the general situation in the locality served by the company threatened a severe loss in revenue for the year, due to the shutdown of mines, mills and smelters, which had been great users of the company's power. This condition, entirely beyond the control of the company, had to be met by some method. It was impossible to get other industrial companies to use more power, because many of them, although not shut down,

were operating upon part time.

After a series of conferences, it was decided that it might be possible to increase the residence lighting revenue by stimulating the sale of electrical household appliances. Information was sought from similar companies in the East. From papers prepared by Charles A. Barton of the New York and Queens Electric Light and Power Company and an investigation upon the relation of kilowatt hours sold for appliances, made by the Philadelphia Electric Company, some interesting facts were discovered. It was learned from the latter paper, for example, that in more than 1,300 average homes in Philadelphia, 50.1 per cent of the total output of energy was consumed between 7 o'clock in the morning and 7 o'clock at night, while 49.9 per cent was consumed from seven at night until seven in the morning. These papers were read at a meeting of all branch managers of the Montana Power Company, early in September. At this original meeting the advertising director of the company outlined the proposed advertising campaign, beginning with an educational campaign of twelve weeks to sell the consumer of power on his home State.

PRIMARY PURPOSE WAS TO SELL CURRENT

It was suggested that this period of advertising, terminating November 24, be followed by an intensive three weeks' advertising and sales campaign for electrical appliances, in an effort to spread the load and test out the selling ability of merchandise publicity in the seventy newspapers that carried the company's advertising. It was considered at the time, also, that the sales campaign might

help achieve an almost equally important result: bring the eight branch managers into much closer association with each other and effect a better selling organization throughout the system as well as build up morale among all representatives of the company from the president to the office boy.

At the first meeting when the plan was discussed, the various

State. The State association, representing about one-half of the total of eighty such dealers, made an early and vigorous protest. A series of conferences was arranged between the company and representatives of the association. The situation was carefully gone over and an offer was submitted on behalf of the company to remit 50 per cent of the difference

between the list price and the sale price to any dealers selling these particular appliances at the company sale price. This offer was not accepted by the association, of which only about twenty-three dealers were located in towns served by the company, and were thus subject to direct competition.

The sale and advertising campaign was started about December 1. Seventy-three newspapers were used with large space. Several conferences of branch managers were held. Ideas were discussed and the sales and

advertising effort soon began to show results. In addition to the newspaper advertising, 44,000 reproductions of the advertisements were distributed among the branch managers, and were then redistributed by them as envelope stuffers in the monthly bills to resident customers and by house-to-house delivery by special distributors. A second lot of 44,000 reproductions were distributed about the middle of the month in a similar fashion. The newspaper and direct-mail advertising was tied up quickly with the local managers by means of a set of large window cards, two to each branch office, that had been prepared and distributed in time for display during the life of the sale. It was realized that the stock of leaders might become exhausted before the sale ended.

To obviate this difficulty 500 gift cards were printed and dis-

Let the Coffee Bean Bubble and the Bread Turn Brown

You also at a time on this \$2.00 Universal Toaster



Both for \$14.80

YOU SAVE

On the Toaster	\$3.00
On the Percolator	\$2.00
On both (if bought together)	\$8.20

Now \$4.95



Now \$11.40

THE MONTANA POWER COMPANY
BUTTE MONT.

Iron the Wrinkles From Tuesday's Tail
\$2.95 Hospital Electric Iron (No. 5)

\$4.95

FREE TO PURCHASERS
A trade outlet plug attachment



You Can Also Buy a

500 Western Electric Sewing Machine for	\$14.00
500 Royal or Apco Vacuum Cleaner for	\$10.00
500 Universal Waffle Iron	\$10.00
500-200 Waffle Iron, Standard 8 in.	\$10.00
500-200 Waffle Iron, Standard 8 in.	\$10.00
500-200 Waffle Iron, Standard 8 in.	\$10.00

These Offers Excludes Dec. 24.

PRICE INDUCEMENTS WERE FEATURED IN THE NEWSPAPERS IN ORDER TO GET MORE APPLIANCES ACTIVELY EMPLOYED IN CONSUMING ELECTRIC CURRENT

branch managers were all encouraged by the head of the company to express themselves frankly. It was decided that it would be useless to go on unless all of the branch managers were thoroughly in sympathy with the idea and would get back of it with their support. To this end the conference was held and the opinions of each man were carefully considered. The result was a decision that the sales campaign should be put on with nine particular popular appliances, picked out by the various branch managers, as leaders. It was decided that the nine leaders should be sold at actual cost, plus 10 per cent.

As is sometimes the case in campaigns of this character, there was a certain amount of opposition to the idea of a "sales drive." This came quite naturally from the contractor-dealers of the

A a
trib
tom
s oc
a ca
v ap
appl
com
O
the
that
at t
bran
nica
tant
the
unde
thus
dise
sepa
by c
duri
twen
orga
aver
a tot
4,502
one e
sale,
by e
curre
are g

Iter
Toaste
Curlin
Hot I
Waffle
Percol
Majest
Grills
Vacuu
Sewin

Tota
Other

Grat

At
result
mone
by th
four
that
planc
a rea
subse
impro
No se
3. ple
them
prices
electi
paper
It v

tributed on the chance that customers desiring appliances not in stock would be willing to pay for a card that could be presented and would entitle the holder to the appliance desired, whenever it did come into stock.

One of the notable effects of the campaign as it developed was that the excellent spirit showed at the preliminary meeting of the branch managers quickly communicated itself through their assistants all the way down the line. At the time the sale was really well under way, an effective and enthusiastic corps of real merchandisers began to function. Three separate repeat orders were placed by each of the eight managers during the life of the sale. For twenty-one days the small selling organization maintained a daily average of 214 appliances sold or a total for the entire campaign of 4,502. The actual number of each one of the leaders sold during the sale, amount of money brought by each one and the load of extra current supplied to the appliances are given in the following table.

Item	No. Sold	Amount	Load, k.w.
Toasters	757	\$3,748.15	283.9
Curling Irons...	725	3,226.25	10.9
Hot Point Irons	617	3,054.15	385.8
Waffle Irons....	493	5,191.15	271.3
Percolators	392	3,684.80	156.8
Majestic Heaters	314	2,763.20	188.4
Grills	269	2,219.25	161.4
Vacuum Cleaners	200	7,920.00	25.1
Sewing Machines	151	5,285.00	5.4
Total	3,918	\$37,091.95	1,489
Other Appliances	585	6,000.00	212
Grand Total..	4,503	\$43,091.95	1,701

At the end of the sale the net result, in addition to the actual money involved, was summed up by the company officials under four heads. They said: "We feel that the sale drive on leader appliances has done this: 1, built a real selling organization, for subsequent use when needed; 2, improved the morale and increased the self-respect of all employees; 3, pleased the public by giving them appliances at unheard-of prices, and 4, demonstrated the effectiveness of commercial newspaper advertising."

It would seem if such results

can be accomplished in a State like Montana, which is scarcely thought of as a big market for electrical appliances, in so short a space of time, that the idea could well be applied by other public utilities.

The public utility company can almost always pick out some idea or item as a leader. A sales and advertising campaign put behind such a leader gives the company immediate tangible results, and intangible results such as noted above that are extremely valuable.

Many such companies are now at the inquiry stage of advertising.

As the news of the results achieved by the Montana Power Company and several other pioneers whose campaigns have been recently described in **PRINTERS' INK** spreads to others in the industry, it is safe to assume that an ever-increasing volume of advertising will be placed by them.

H. J. Winsten in Advertising Agency

Harry J. Winsten, whose resignation as sales and advertising manager of The H. Black Company, Cleveland, was recently announced, has formed, with the present Albert W. Hill advertising agency, The Hill-Winsten Co., Inc. The new firm will have offices in New York and Philadelphia.

Mr. Winsten's previous connections include the Black Cat Hosiery Company and the Vanity Fair Silk Mills in the capacity of sales and advertising manager.

Crommelin with "The Nation's Business"

Frank Crommelin has been appointed Western advertising manager of *The Nation's Business*, with offices at Chicago. For seven years he was associated in selling with the Home Pattern Company; for three years following this he was with the Curtis Publishing Company on the *Ladies' Home Journal* in the West, and for one year with the Graham Bros. Motor Truck Company.

B. L. G. Rees with "Engineering News-Record"

B. L. G. Rees, formerly with the New York State Barge Canal Department, the New York Public Service Commission, the Charleston Industrial Commission, and other organizations, has joined the advertising staff of *Engineering News-Record*.

Following Up Inquiries in Branch Territory

Branch Manager Should Have Entire Authority

DETROIT STEEL PRODUCTS COMPANY
DETROIT, MICH.

Editor of PRINTERS' INK:

There seem to be two methods of procedure in vogue among national advertisers in following inquiries, after they have been turned over to the salesman in the territories from which they emanated:

1. To require the salesman to report back to the home office on all prospects sent to him.

2. To let the entire responsibility for the proper follow-up of these prospects rest upon the branch office sales manager and to eliminate any follow-up from the home office.

I am wondering if you have any information which would indicate the experience of some concern using the latter method. I assume that a much greater number of firms use the first method rather than the second, but would like to have this assumption confirmed.

Advocates of the second method will argue that the salesman in the field has ten prospects in view to every one which comes into the home office. Why follow him up on the one prospect when you trust him to follow the other ten? On the other hand, there is unquestionably truth in the point that a follow-up from the home office makes the salesman feel more definitely his responsibility on each prospect, and that supervision of his efforts results in better all-around work.

DETROIT STEEL PRODUCTS COMPANY,

G. P. RICHARDSON, Manager,
Sales Promotion Department.

THERE is wide variance in practice in the follow-up of inquiries which, due to national advertising, arise in branch-house territory. There are obviously no existing rules of procedure. Nor can there be any one rule. First of all, a definition or two is essential to the statement of the problem. Once stated—like most problems—this one is half solved.

The first definition is that of the duties of the branch house. If these, in a specific case, include the introduction, maintenance and growth of sales in a specified territory then, clearly, the follow-up should be by the branch house, under the direction of the branch manager. The second definition relates to the equipment of the branch house. If the branch house

has a field force and correspondence section adequate to the needs of follow-up work, then this equipment should be utilized.

Otherwise, why any sales duties for the branch house?

In organizations where the branch-house salesman is required to report back to the home office on all prospects secured by national advertising, either the branch house is inadequately equipped or the practice definitely lowers the standing of the branch house and the branch manager in the eyes of the branch-house salesman.

In an organization so comprehensive as to include a branch office sales manager, so titled, there is every reason to build up the morale of the branch house by acceptance of the presumption that not only can it follow up prospects, but, also, that it can follow these up in its territory better than can the home office.

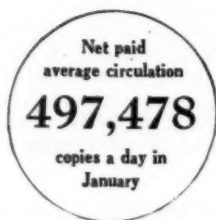
The modern practice is to place the responsibility squarely on the shoulders of the branch manager. The one usual exception to mere headquarters acknowledgment of inquiries in branch territory—an acknowledgment that emphasizes the branch house—arises when the time element makes necessary the direct reference of the inquiry to the branch salesman in the field. Even in such cases, some manufacturers go so far as to acknowledge the original inquiry on branch-house letterheads, giving the date of the salesman's call.

While it may be true that a follow-up from the home office impresses the branch-house salesman, this is usually at the cost of loss of prestige for the branch manager and tends to neglect of duties elsewhere. It is the same old story of two masters to serve—and the results have not changed with the passage of years.—[Ed. PRINTERS' INK.]

In Philadelphia

Nearly everybody reads The Bulletin. Its circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the three largest in the U. S. A.

Its name is a household word in and around Philadelphia because it is a clean, reliable, non-sensational newspaper.



No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

3rd Largest Market in the U. S. A.

(Copyright, 1922—W. L. McLean)



*Announcing the
consolidation of*
**Mining and
Scientific Press**

Engineering and Mining

THIS IS AN ERA OF GROWTH, development and organization, and the mining industries of the country and of the world are not exceptions to the general evolution, but indeed are typical examples.

THE ALL-ROUND MINING ENGINEERS of a few decades ago have resolved themselves into a group of specialists, each devoting himself to the science of one of the many branches of mining or treating ores, or to some one of the increasingly precise economic phases of mining. A mining journal, therefore, to keep ahead of the times must also be constantly progressive and must grow.

IT IS WITH THE DESIRE to serve more effectively these growing industries that there has been agreed upon a union of forces between the two great mining weeklies of the country and of the world, *Engineering and Mining Journal* and the *Mining and Scientific Press*. Both have international influence; neither represents a section.

THE COMBINED JOURNALS will be published under the name of *Engineering and Mining Journal-Press*, with Mr. J. E. Spurr as editor. Mr T. A. Rickard, who becomes contributing editor, will remain on the Coast and will especially present the problems and the voice of the West.

Power
Elect
Elect
Engi

with
**Engineering and
 Mining Journal**
 into the



ing Journal-Press

INCREASED ATTENTION will be given to all the editorial features which have been carefully worked out for the two weeklies, and, in addition, it is intended to devote increased attention to the important and growing field of non-metallic mining.

THE CONSOLIDATION will be a most popular one, we feel sure, and will be hailed by readers and advertisers alike as a practical example of the "elimination of waste".

James H. McGraw

The advertising rates of the combined *Journal-Press* will be the same as the present rates of the *Journal* alone. With duplication eliminated, the net-paid circulation of the *Engineering and Mining Journal-Press* will be 12,026.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

Power	Bus Transportation	Coal Age
Electrical World	Electric Railway Journal	American Machinist
Electrical Merchandising		Ingeniería Internacional
Engineering and Mining Journal-Press		Engineering News-Record
Electrical Review and Industrial Engineer		
Journal of Electricity and Western Industry		
Chemical and Metallurgical Engineering		

The Man You Have To Sell in Chicago

He's not so very different from any other man.

He yawningly arises in the morning, grumbles at the toast, grabs his overcoat, and rushes off to work.

A few high-pressured hours of morning work; a hurried luncheon; a busy afternoon, interrupted by phone calls and interviews; and home again.

Home—family. The first precious hours of "let-down" after a day's harassing strain. The talk of little things, insignificant to the world, all-important to him. Smoking jacket—easy chair—a good cigar—a newspaper. . . .

There's the man you have to sell in Chicago. Not a very formidable prospect, but a mighty important one. For he's the worker, the producer, the man who foots the bills—*who earns the money that buys your product.*

And there's your chance to sell him—when sales resistance is cast aside with working clothes and working cares. When he reads and has time to *absorb* what he reads. *When the sales message sinks in.*

That's the time you reach him through The Chicago Daily News.

The man you have to sell in Chicago—and the woman too—can most effectively be sold through the 400,000 circulation of Chicago's great home newspaper—the paper that is read in the quiet leisure hours of the evening—the paper that *goes* home and *stays* home.

THE CHICAGO DAILY NEWS

FIRST in Chicago

Seventeen Ways of Covering a Territory without Salesmen

A Digest of the Methods of More Than 300 Manufacturers

By John Allen Murphy

II

OPENING *New Accounts Direct*: This method could have been incorporated in some of the other seventeen ways of covering a territory without salesmen. But inasmuch as the plan represents a definite policy on the part of so many concerns, it is probably best to devote a separate classification in this analysis to a description of it. These companies make their representatives travel rapidly. They have a few good accounts in each town. These are worked thoroughly, but no attempt is made to open up new accounts. The time of the travelers is regarded as worth more than the business that could be obtained from the little fellows not now buying. At the same time these firms are anxious to get all the new accounts they can. They wisely figure that the little buyer of today may become the big buyer of tomorrow. So they go after the small fry by mail. Of course all these prospects on whom the salesmen may not be calling are not necessarily small. They may be large dealers, getting their supplies from some other manufacturers.

A typical campaign of this kind was conducted by the Holmes & Edwards Silver Company not long ago. In the early part of 1921 the company found itself with no appreciable demand for its regular product. The management did not care to shut down, for obvious reasons. Instead it decided to bring out a much smaller unit that would not be too costly for the buying capacity of the curtailed market. It also hoped to find new outlets. Sets were made up in two sizes, one containing twenty-six pieces and the other seventy-two pieces. This proposition was offered to the trade

in a direct-mail campaign. Altogether the drive brought in orders from 4,500 dealers, of which 981 were new. Besides the regular list, furniture dealers were added as an experiment and with the hope of opening up a new outlet for silverware. Some of the salesmen objected to this, saying that it would jeopardize their present trade relations. They didn't withdraw their objections until results showed them how well the campaign was pulling. The Norwich Pharmacal Co. had a similar experience. A few months ago it opened more than a hundred new accounts in a folder drive. Results in both these cases were achieved because of the explicitness of the literature used.

DEFERENCE FOR ESTABLISHED DEALERS

That is a very fine example of this method. Often it is a ticklish matter for a salesman to try to get new accounts in a town when he already has a good customer there that might object. As a concession to the buyer he may stay away from all his other prospects, excusing his conduct to his employers with the explanation that "the others are hopeless." However, if these other accounts should be opened by a campaign from headquarters, then the salesman can call on these new dealers on future visits without much danger of antagonizing the old customer.

Sometimes, of course, for one reason or another a company is not in position to work its market, or certain sections of it, through salesmen. That was the case with Samstag & Hilder Bros., manufacturers of a large line of notions. This concern wanted to take a fling at the small towns.

The first step in the plan called

for a list of two thousand retailers in communities averaging two thousand inhabitants and under. A letter went to these, from the president, explaining, briefly, the business policy of Samstag & Hilder Bros. Letters along similar lines were mailed at regular intervals under the signatures of the vice-president, the merchandise manager, the sales manager, and finally, a letter from the advertising manager. They were designed, not so much as a direct bid for business, as to acquaint those who may never have heard of the products.

After that a postcard, printed in script, to resemble an ordinary personal communication, went to the entire list. It told of a sample assortment that the retailer might expect to receive shortly.

With the groundwork thus established, the sample assortment finally was mailed to each of the two thousand retailers. The regular selling price of its contents to the trade totaled forty-four cents. Multiply that by two thousand and you have a sizable figure. Therefore, there was enclosed, with the package, a bill for forty-four cents. About sixty per cent of the retailers met the charge.

In addition something like forty per cent of these 1,200, or five hundred accounts, were opened as a result of this first effort. The total selling expense, exclusive of art work and several other incidentals, did not exceed six per cent.

Each notion was wrapped in a descriptive folder. These played a big part in the success of the idea. They gave buyers every bit of information, including prices, they might possibly want. They were profusely illustrated. Specially enlarged pictures emphasized important features of the different notions. In fact, each folder is a complete sales story in itself and gives the reader more information than he would get from most flesh-and-blood salesmen.

Sample Kits: This is an excel-

lent way to back up salesmen in a territory and to make calls on merchants whom the salesmen are not able to visit as often as they should. Many companies have used this plan at some time or another. Probably the most consistent effort of the kind was made by the Rauh & Mack Shirt Company. It advertised a sample kit, which it called Macks's Mum, in the trade press and which was expressed to the retailer on request. It was Macks's duty to represent the house when salesmen were busy in other parts of the territory, to get the piecemeal orders handed out between trips and to do emergency sales work of every character. He reached flood-stricken Pueblo several days before the regular salesman could get in. He traveled to out-of-the-way mountain towns where it would not pay a salesman to travel. When I investigated Macks's record he was selling goods at the ridiculous figure of 1 1/5 per cent.

SOME DEMONSTRATION OUTFITS

In some cases, a sample kit or a traveling demonstrator has opened up accounts and brought in enough business to keep factories busy without the assistance of any flesh-and-blood salesmen. That is what the United Electric Company did with its "Silent Demonstrator." This was sent out to demonstrators and through its sale instrumentality 3,000 dealers were secured for the Ohio-Tuec vacuum cleaner.

Last year the American Gas Machine Co., Inc., did something similar with Kampkook. The company's jobbers stopped buying. The manufacturer then ran copy in business papers, in which it offered to send Kampkook, carriage prepaid, on a thirty-day free demonstration trial. The stunt introduced the product to many retail merchants not previously familiar with it. Several new accounts were thus opened.

PRINTERS' INK has already told the story of the Kaynee Company's "Profitrunk." These sample trunks were routed through the

rural districts where it was not profitable for salesmen to call frequently. A number of other business organizations have used ideas of like nature. But probably the most widespread use of the sample kit plan is in a less pretentious way. It is a common thing for salesmen, when they are in the house, to make up a few sample packages and send them out to good customers. Jewelry manufacturers, notion houses and those in such lines often do this in a wholesale way. They will box up a few novelties, and send one to each of their prospects. A Panama hat manufacturer, for instance, some time ago, sent dealers on request a "style box" containing twelve sample hats.

There is a tendency toward greater economy in sampling. The National Samplemen's Association has led in this movement. Lines are condensed in so far as they can be. Where possible, photographs are used instead of the

actual samples. Swatches are used in place of the whole piece. This tendency has been a God-send to salesmen in more ways than one. Particularly has it helped them to keep in touch with buyers between visits. Some salesmen frequently route a few photographs around to merchants on whom they are not able to call immediately. They frequently express a book of pasted-in samples to customers who are in a hurry to buy.

House Salesmen: You might call these men sales correspondents, promotion assistants or what not. Anyway, their job is to carry on the relation from headquarters with the customer where the salesman left off. They are supposed to sell the "calls" that the salesman missed. In addition it is their work to take care of the buyers who visit the home office.

If it is the practice of the company to have its representatives

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

send in detailed reports of each call, the house salesman acts on the hints these reports contain. He writes a note sympathizing with the merchant over the death of a daughter or congratulates him on the graduation of a son. If the report hints at a troublesome problem with which the dealer may be struggling, the house salesman offers help. He sends the customer any special information he may want. He quotes him prices on special numbers and frequently sends him samples.

DETAILS OF PIONEER SUSPENDER PLAN

The Pioneer Suspender Co. is an example of a concern that handles this problem systematically. In speaking of his methods, L. H. Heimerdinger, the president, said:

"The Pioneer Suspender Company has been selling to the retailer for forty-four years. Many years ago our firm realized the necessity of developing a follow-up contact with the trade that would enable the house to capitalize upon the salesmen's rather infrequent calls.

"Of course in the larger cities this problem is not so serious, for the larger stores require constant personal service from salesmen whose lines represent any considerable volume of the stores' business. But in the smaller towns, especially those in which railroad connections necessitate much wastage of the salesman's time, there will always exist a necessity for some contact other than that of the salesman.

"For the past two decades the Pioneer Suspender Company has been developing a Promotion Department to take care of this contact, until today the trade generally recognizes the Pioneer Promotion Department as a sure means of obtaining quick service through the mails.

"The result is that a very large percentage of Pioneer business comes directly through the mails from territory covered by salesmen in the shape of fill-in orders

or responses to new styles and lines that are being offered by the company.

"In a line that consists of belts, suspenders and garters, there is necessarily a wide variety of styles and sizes.

"Merchandise that sells well on one shopping street may not be the most suitable for a store in another shopping district and any orders that come in through the mail must be filled with a knowledge of the conditions that exist around the store. Moreover, the personal tastes of the store's buyer must be taken into consideration. A few slips and his confidence is lost; perhaps, the work of years is wasted.

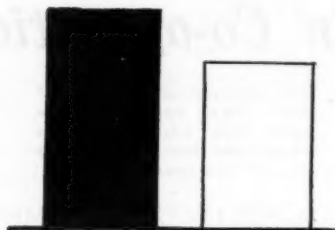
"Moreover, buyers for the smaller stores will not specify their exact wants in the mails. Rather than ask for style No. 644 or No. 622 or whatever the number of a suspender may be, the buyer will ask for 'a suspender to sell at fifty cents' or 'a suspender to sell at seventy-five cents.'

"With belts, the problem is even more intricate. The buyer's mail order is very apt to read, '12 dozen belts to sell at \$1.00; in the usual sizes.' Not only must the company know the type and style of belt that will appeal most strongly to the customer, but it must know the sizes of belts that the store handles in the greatest volume.

"For twenty years, Pioneer has been carefully compiling the wants of each of its customers. Every order is carefully checked and an exact record kept in the Promotion Department of the goods that have been shipped. Every record of a complaint or suggestion is kept carefully in the same file. As much data as possible are gathered concerning the type of store and its customers; also concerning the personality of the buyer. Every mail order that is received is checked carefully against this record, with the result that the store nine hundred and ninety-nine times out of a thousand gets merchandise as com-

(Continued on page 116)

The Story is in The Lineage



At a Glance—

DURING 1921 the six week-day issues of The Indianapolis News carried, at a higher rate, in excess of a million lines more department store advertising than the other Indianapolis papers combined, with their thirteen issues a week. In the chart, The News' lineage is black. That of all others combined is white.

* * * *

Reaching a preponderant majority of the homes in Indianapolis and the key homes in the surrounding territory, it is only natural that The Indianapolis News should carry one of the outstanding department store volumes in the country. The fact that The News' 1921 department store lineage nearly equaled that of the year before is an indication of the *high relative prosperity* of the Indianapolis Radius at this time.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
The Tower Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Philadelphia dealers lead in Co-operation

An outstanding example of how they appreciate the sales help advertisers give them, and how loyally they co-operate.

FRANCIS H. LEGGETT & COMPANY help the Philadelphia retail grocers and grocery organizations sell more **PREMIER SALAD DRESSING** by advertising regularly on Mrs. Anna B. Scott's Food Pages in **THE NORTH AMERICAN**. They were careful to pick for the advertising of this quality product newspapers that housewives believe in and depend upon in their buying.

Through the efforts of the Promotion Department of **THE NORTH AMERICAN**, the dealers were urged to take full advantage of this publicity, and they did—in a very unusual way.



Barton, Durstine & Osborn, Inc., the advertising agency who planned the **PREMIER SALAD DRESSING** campaign, say that in their recent drive the Philadelphia dealers responded better than the grocers of any of the six largest metropolitan centers in the United States in which the advertising appeared. This statement is of great significance, because of the wide merchandising

Study the Philadelphia Market

Philadelphia dealers are good men to know

experience this agency has had throughout the country—and they know how to measure the newspaper co-operation rendered.

In appreciation they have told the Housewives of the "City of Homes" how large a representation of quality grocers there are in Philadelphia, listing in a full page announcement, *exclusively* in THE NORTH AMERICAN, the names of dealers who sell PREMIER SALAD DRESSING.

Every Advertiser Should Know Thoroughly
The Philadelphia Market
and
THE NORTH AMERICAN
PHILADELPHIA

NEW YORK
Geo. A. McDevitt Co.
303 Fifth Avenue

CHICAGO
Woodward & Kelly
811 Security Bldg.

SAN FRANCISCO
R. J. Bidwell Co.
742 Market Street

Not only in Philadelphia, but nationally famous, are the Food Pages of THE NORTH AMERICAN, edited by Mrs. Anna B. Scott. This tri-weekly feature has a large following of Philadelphia housewives, and possesses their confidence to such a remarkable degree that it is now conceded the most valuable medium for any food advertiser who seeks the key to Philadelphia homes.

Advertise in THE NORTH AMERICAN, Philadelphia

Try it out in Representative Milwaukee

Increase the Sale of Musical Instruments

The first comprehensive Music Survey ever compiled has recently been completed by The Milwaukee Journal. It is based on specific answers to questionnaires by more than 10,000 persons.

Every manufacturer of pianos, player rolls, phonographs, records and other musical instruments (and their advertising agents) will find this Music Survey invaluable in merchandising the great Milwaukee-Wisconsin Market.

It will make the right sales course obvious, and may prevent costly mistakes—not only in this territory, but elsewhere. For—"As Milwaukee Buys—The Nation Buys!"

Send for this survey today. It will show you the easiest, quickest way to increase your sales in this prosperous field—in other fields. It will be mailed to advertisers or agencies on request.

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.
O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago San Francisco

Some

IT n
nor
search
past
radical
adver
gener
woul
outsid
not a
chang
The
pictur
syllab
and v
the c
more
gone
tisers
drive
been
tone
tone
voice
prova
no s
sale.
almos
man's
pende
The
adver
health
more
dogge
er w
pick-
The
must
or fl
rustee
the c
is al
test
the c
is alt
numb
guild
the
been
merc
cient
copy
day's
succe

Is Long Copy Coming Back?

Some Comments, Pro and Con, on a Notable Present-Day Trend in Advertising Treatment

By P. K. Marsh

IT needs neither intensive study nor extensive comparative research to sense the fact that the past twelve-month has seen some radical revisions in treatment of advertising. The change is so general and so definite that it would unmistakably suggest an outside influence, even if we were not all too aware of a coincident change in the nation's business.

The easy, breezy days when a picture, a name-slug and fifty syllables were deemed acceptable and were published in default of the effort to produce something more worth-while, are evidently gone for the majority of advertisers. There is a polish and a drive about current copy that had been lacking—and there is also a tone to it that is reminiscent of the tone that creeps into a salesman's voice when he is still "on approval" and can afford to misuse no slight chance for making a sale. An experienced buyer can almost always sense when a salesman's job is at stake and is dependent upon immediate sales.

This condition is good for advertising—and it is equally healthy for business at large. The more advertising is written in this dogged, must-sell spirit, the quicker will be the national business pick-up.

The pampered pens of the past must either be scraped clean or flung aside. Those that are rusted beyond repair must suffer the consequence. The year 1922 is already proving a searching test of the men and women at the copy desks of the country. It is altogether probable that, in the number of its members, the copy guild must experience in its turn the deflating process that has been operating in general commerce and industry. Copy sufficient for yesterday's needs and copy ability sufficient for yesterday's O. K. carry no guarantee of success today.

To the observers of copy trends—as well as to the man or woman who has not abandoned the habit of seeking interest in the advertising pages—the new developments are gratifying improvements. From the point of view of the prospect with a want to satisfy, the pages now assay far higher in tangible information.

One development that is emphatically noticeable is the greatly increased proportion of advertisements that employ 300 words and upward.

SOMETHING TO SAY IN THE ADVERTISING

A good example is the Burson Hose advertisement in the *Saturday Evening Post* of February 11, "Concerning Women Only," which is very nearly an essay in its tone—so much so, in fact, that it logically carries an author's signature. A good 150 words it runs, in sprightly commentary on the change from the mid-Victorian attitude toward feminine legs, before it deftly weaves Burson Hose and Burson selling arguments into the essay-fabric. From three angles this advertisement is good reading—first, purely as literature; second, for its comments on a social metamorphosis; and, third, for certain specific disclosures as to hosiery. I believe that the 460-word message of that single page will, by itself, lastingly and pleasingly impress Burson on thousands of readers regardless of whether or not the name was previously familiar to them.

"Why King George Doesn't Like to Live at Buckingham Palace" is the title of another advertisement of somewhat similar treatment to the Burson page in that its length (approximately 450 words) almost duplicates the Burson effort and its actual subject (National Lead) is not introduced until the reader has been carried through several paragraphs of

modern gossip and Elizabethan architectural history. I might here add that I have heard a surprising number of lay comments on both of these advertisements.

Less-than-page space also shows a similar frequent use of copy so extended that illustration and display are necessarily subordinated. In such instances it is noticeable that the headlines exhibit painstaking care and are above average in arousing either interest or curiosity, "Ask your best friend, if you dare," the challenge utilized by Listerine to coax the reader into a one-column advertisement running 250 words in length, is a striking instance of this.

To illustrate the present-day willingness to forego brevity in favor of the complete telling of a story, it is enlightening to tabulate the type-matter of all the full pages in any single issue and note how the trend is distinctly away from the "billboard" style of using magazine space. For instance, the full-page advertisements in the January 25th issue of *The Literary Digest* analyze as follows:

Advertiser	No. of Words
Cream of Wheat.....	19
Edison-Dick.....	126
Bishopric.....	715
Johns-Manville.....	483
Van Heusen.....	180
Campbell.....	177
Essex.....	244
Cantilever Shoes.....	285
(Also 140 names of local dealers)	
Ayer.....	388
Mitchell-Vance.....	421
Face Brick Ass'n.....	415
Alabastine.....	1069
Valspar.....	183
Grinnell.....	527
Barrett.....	187
Jersey Screen Cloth.....	265
Packer's Soap.....	114
U. S. Shipping Board.....	380
Fleischmann's.....	518
Fenestra.....	89
Sheetrock.....	214
Willard.....	478
Round Oak.....	693
Maxwell.....	113
Rubberoid.....	211
Jenkins Valves.....	189
Terra Cotta Society.....	549
Sealdsweet Oranges.....	278

Now note how these twenty-eight pieces of copy classify according to length. Only two employ less than 100 words. Eight more are satisfied with the story that can be compressed into less

than 200 words. The 200-300 group accounts for six. From 300 to 400 words the group-size falls to two; 400-to-500 gains adherents and totals to four in all. Three show up in the 500-600 class, which still leaves three to be accounted for separately, one just under 700, one just over that mark and the last breaking the 1000-mark by a wide margin.

Analyzed from another angle, twelve exceed the grand average of 340 words, while sixteen run below it. This, however, is less notable than the fact that only ten out of twenty-eight are willing to place reliance on 200 words or less, although it is not long since advertisements of 75, 100 and 150 words made up the largest single group in the full-page class in national magazines. In fact, it is only two years and a trifle over since, in "Ready-Write Paragraphs, Inc." (PRINTERS' INK, October 23, 1919), I was able to quote, complete and verbatim, advertisement after advertisement running 11 words, 13 words, 15 words, 20 words, etc., and these were also full-page insertions. Today only a single adherent to that style appears between the covers of the issue analyzed.

LOGICAL TIME TO IMBUE COPY WITH POWER

In the flush, oversold days of 1918-1919 such brevity had a temporary justification, a *raison d'être* born of the times and codded by a desire at home offices to avoid correspondence which might lead to immediate sales. Those were days of easy profits and wide margins, however, and it would not be surprising to learn that today many advertisers are wishing that they had injected more selling power into their copy and had then geared up their offices so that these indications of interest could have been nursed along and made to blossom into orders in lean, recent months. Hindsight, however, is everybody's sight. The same instinct that fought off deflation until a day when deflation itself could not coax buyers back into the market operated also on advertising and let under-powered copy

BALTIMORE

Is a Good "Try-Out" Town

A number of manufacturers use Baltimore as a "try-out" town for new products—

BECAUSE: They get conscientious and effective help from The Service Department of

THE BALTIMORE SUN

BECAUSE: The carrier delivery of the Sunpapers to the homes around the retail stores assures consumer demand and dealer co-operation; and

BECAUSE: Distribution can be obtained at less cost, as the retailers are not spread out over a large territory, and because

Everything In Baltimore Revolves Around

THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

*Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"*

appear long after the time when selling actually demanded the maximum in selling vigor.

As soon as the need was sensed for greater selling power, it was more than certain that longer copy would be one of the first devices employed. It is fairly obvious that a general public, turned cautious in its expenditures, both personal and commercial, can be counted upon to devote more time to the consideration and study of commodities proffered it. Long copy, therefore, has a wholly logical justification in the present period. However, as it becomes more usual—and thus by sheer repetition reassures advertisers who would be timid about attempting it if others had not broken trail—it is virtually certain to suffer misuse. Many will mistake mere wordiness for increased selling power.

Neither today nor at any other time is long copy justifiable simply because it is long.

When employed, it is justified simply and solely by the worth of its content.

If an advertisement extends to 600 words, let the advertiser, before releasing it, make sure that it is not carrying a needless burden of 100 or 150 words that serve no profitable purpose. The whole secret of success in long copy lies in the advertiser's ability to draw the blue pencil accurately and infallibly between the useful syllables and those words that are merely lazy and expensive passengers. And lest some well-meaning copy scribe may misguidedly assure himself that the particular message on which his pen is busied cannot be told completely in less than six or eight hundred words, let us delve a bit among admitted masterpieces that have moved generations of readers.

The Creation, as related in Genesis, requires less than 800 words. The Beatitudes, as chronicled by Matthew, are complete in approximately 140 words.

The complete document that published the Monroe Doctrine to the world consumes 575 words, but after the proper diplomatic conventions had been satisfied in

the elaborate preamble, 192 words sufficed for a warning that has restrained European aggression ever since.

Lincoln's Gettysburg Address, in spite of the wealth of its message, betrays not the slightest straining for condensation in the perfection of its 271 words. Because of its affecting portrayal of emotion, Lincoln's letter to the mother who had lost five sons in battle will never be forgotten, yet with salutation and signature it does not exhaust 150 words.

The copy writer who tentatively drafts a message of 300 words and upward need not be daunted by his temerity so long as that length is a result of content and not of mere wordiness. When his first rough draft is completed he should invariably wield a merciless blue pencil, remembering that much can be condensed in little without sacrifice of content, clarity or compelling power.

"Save the Surface" Lays Stress on Salesmen

The important part that must be played by the salesmen in the campaign to "Make 1922 the Greatest Paint and Varnish Year" is emphasized in a letter to the national "Save the Surface" Committee by Ernest T. Trigg, the chairman.

"The salesmen must not only get their customers to increase their orders during the coming year," says the letter, "but must find ways of helping them to move these goods from their shelves. Local co-operative 'Save the Surface' campaigns will help to do this.

"It has been felt by most people that the 'Save the Surface' campaign will have to depend very largely upon salesmen to educate dealers with regard to the 'Save the Surface' campaign. The general manager of one company has offered the services of his sales force to secure investments from dealers, because he says if a salesman has to ask the dealer for money, he is going to be very careful to make clear to the dealer the purpose of the 'Save the Surface' campaign."

It is suggested that salesmen invest money in the campaign, so that they may say to dealers, "I have personally invested in the national campaign because I personally benefit, and believe that if you will give this careful consideration you will see that the campaign is very definitely benefiting you."

A national association of the "Save the Surface" salesmen is to be formed, similar to salesmen's campaign clubs in Pennsylvania, New Jersey, New York, Connecticut and Boston.



First!

The folks of 1920 saw Vanity Fair far ahead of all other monthly magazines in passenger car lineage for the year. It led its nearest competitor by 42,594 square lines.

In short, one of the biggest industries in the country has registered its conviction that Vanity Fair covers most effectively the well-to-do, influential families of America.

This conviction is based on actual and successful use of Vanity Fair by automobile manufacturers over a period of years. It therefore proves conclusively that Vanity Fair's circulation represents the cream of the country's market for all quality products.

The needs of well-to-do families are greater and more various than the average. They buy the necessities as well as the luxuries of life. They buy them in bigger volume than mass families do. And it has been proved that dealers stock what these well-to-do demand and sell it to their mass trade. So Vanity Fair's 100,000 readers represent a big part of the primary market for ALL quality products.

VANITY FAIR

And the purchasing power of its readers which made Vanity Fair the preferred market of the motor industry makes it an equally profitable market for *all* advertisers.

Let Us Say Again What We Said Last Year—

"The needs of well-to-do families are greater and more various than the average. They buy the necessities as well as the luxuries of life. They buy them in bigger volume than mass families do. And it has been proved that dealers stock what these well-to-do demand, and sell it to their mass trade. So Vanity Fair's exclusive clientele represent a big part of the primary market for ALL quality products."

VANITY FAIR

One of the NAST GROUP

VOGUE

VANITY FAIR

HOUSE & GARDEN

as in 1920 so in 1921

Vanity Fair Leads in Passenger Car Lineage

This time last year we published in PRINTERS' INK evidence of Vanity Fair's leadership in automobile lineage during 1920.

The figures for 1921 show the same result. Once more Vanity Fair led all monthly magazines. It led *all* magazines except one weekly with 52 issues to Vanity Fair's twelve.

Now with the Chicago Evening American



Royal P. Smith

From the Condé Nast publications and the W. J. Thompson Company, publishers of The Gentlewoman Magazine, with both of which he was formerly connected, Mr. Smith brings a wide acquaintance and a thorough understanding of National Advertising in the East.

Mr. Smith is now associated with Rodney E. Boone, Eastern Representative of the Chicago Evening American, with headquarters at No. 2 Columbus Circle, New York City.

CHICAGO  AMERICAN
EVENING

Now with the Chicago Evening American



W. M. Newman

Mr. Newman comes to the National Advertising staff of the Chicago Evening American from the Milwaukee Journal and the Minneapolis Journal. On both of these newspapers he was in charge of food product advertising.

With the Evening American Mr. Newman will continue to specialize in food product advertising. He will be associated with the Home Office at Chicago.

CHICAGO EVENING AMERICAN
EVENING

Erie, Pa. is a Typical City for Test Campaigns

1. Population (100,000) large enough to be both profitable and representative; small enough to eliminate excessive selling costs.
2. Typical American manufacturing city; manufactures so diversified as to insure a more than ordinary industrial stability.
3. Easily merchandised from Buffalo, Cleveland and Pittsburgh. Within normal selling zones of salesmen traveling New York, Ohio, Pennsylvania.
4. Advertising cost cut to minimum because only one paper is needed for complete coverage. The Erie Daily Times, an evening paper, reaches practically everybody; its city circulation frequently exceeds the number of homes. Check A. B. C. circulation figures against census for confirmation.

Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives:

E. Katz Special Advertising Agency

Established 1888

New York Chicago Atlanta Kansas City San Francisco

De
an

A

adv
pre
spe
be
dev
the
S
adv
real
ben
mes
W

sm
mer
be
But
mer
beca
such
grea
It

to o
The
of i
to t
whic
cally

A
phas
phon
parts

So
the a
comm
clutt
be w
atten
one

Th
meth
zone
was
Ther
varia
been

Th
has
times
walls
show

Attention Zones of the Illustration

Decide Where You Wish the Reader to Concentrate First and Foremost and Then Devise Ingenious Methods of Making It All but Compulsory

By W. Livingston Larned

AS a rule, there is always one most important point in every advertising illustration. You would prefer to have the reader's gaze speed there, first of all. It might be a package, a special part of a device, the face of a character in the picture, a patented novelty.

Scattered vision is not best in advertising. The wise advertiser realizes that concentration is most beneficial in the delivery of any message.

While a page or a layout of smaller size may contain innumerable units, there is certain to be one most important feature. But the eye will not go there merely because you wish it, merely because you happen to know that such and such a feature is of greatest significance.

It is often necessary to resort to one of the tricks of the studio. The eye is helped along. A path of interest is made from reader to the main talking point, along which the gaze travels automatically and with no effort.

As underscoring brings emphasis, so is it possible metaphorically to underscore certain parts of an advertising illustration.

Sometimes a face, because of the alert, animated expression, will command first attention, however cluttered the entire picture may be with detail. Italics bring the attention to a line of type, when one word is so rendered.

There are numerous mechanical methods of stressing the feature zone of the layout. The old way was to draw in a pointing arrow. There have been hundreds of variants of this, but the idea has been worked almost threadbare.

The pointing hand, as a symbol, has been traced back to ancient times and may be found on graven walls and ancient parchments, showing that since time began

people have found it necessary to employ pictorial emphasis.

In mechanical drawings it is comparatively easy, the scheme being merely to draw all save one part in delicate outline, or paint it in as delicate gray tints. Then emphasis, full strength of pen strokes and technique is introduced where desired. The eye does the rest. It must concentrate upon the darker areas.

In a drawn headline, if the artist adheres for the most part to up-and-down strokes, only to jump into a slanting stroke or italics for a single word, that one word will leap out and into the sensibilities of the reader with uncanny sureness.

TILTED CONTAINER WAS EYE ATTRACTER

In conjunction with other elements of illustration, an advertiser of salad and cooking oil had been accustomed to showing the container. But it became merely a part of the composition. The plate of greens, or the apple pie or the crisp doughnuts were quite as important. This did not suit the advertiser. He wished to have the reader see that container first. Everything else in the advertisement was secondary.

An artist pointed the way. He tilted the can, wherever and whenever shown, and this peculiar position, out of the ordinary, provided the essential novelty of composition. The container straightwith became the centre of attraction.

The same problem arose in the case of a kitchen cabinet illustration. For once, the manufacturer wanted to call particular attention, not to the entire cabinet, but to a patented drawer for the orderly keeping of cutlery in the kitchen. It became a main talking point.

Pulling out the drawer and ex-

posing the contents did not exactly achieve the results demanded, although it helped. What did lead the eye to the drawer was the simple expedient of allowing a large carving knife to project up over the top of the drawer, at a peculiar angle. Just a touch it was, just a little thing, but some-

loop nose and mouth around, in every design, with a dramatic white circle, inclosing them.

The Vacuum Cup Tire display is more radical. The manufacturer has long wanted to turn the little rubber cups of the tread into a selling argument. Many persons failed to understand the structure

of the tire. The sucking cups made a noise that was objectionable to some, because they did not read aright its significance. Better for the advertiser to concentrate on a single rubber cup than on an entire product.

The plan has been adopted of illustrating a section of a tire and then running a loop out from a single cup to a life-size visualization of one, carefully retouched to bring out every fragment of structure and rubber detail.

A coffee pot was invented that had a remarkable patented feature, whereby the grounds being kept in one container, the boiling water was spurted up through a small opening. The mere shape of the

pot, as a coffee pot, was of minor consideration. The device that made it different was the real advertising approach. And therefore the best picture ever used in connection with the article was a peculiarly grayed-down version that intensified only the phantom view of this exclusive feature. It was not pretty to look at, it was not artistic, but the selling zone was so adequately brought to the eye that explanatory text was all but unnecessary.

Ideas and basic pictorial plans for advertising have undergone a radical change within the past few years. The manufacturer goes only half of his selling distance

The SOUND of SAFETY



Gripping, Holding, Letting Go

—ensuring a deep, pouring grip as they glide over treacherous pavements—the Vacuum Cup generates safety—only around your car is a vacuum.

On wet, slippery pavements the Vacuum Cup Tread is guaranteed not to slip.

This general safety, however, costs you nothing extra, for in buying Vacuum Cup Cord Tires you pay only for the

outstanding quality and you pay no more than you would have to pay for ordinary makes of tires.

Send us one tire guaranteeing the safety and thereby establishing a uniformity of use after they are put into service. Vacuum Cup Cord Tires are guaranteed—per warranty tag attached to each—along for

4,000 Miles

PENNSYLVANIA RUBBER CO. & AMERICA, Inc.

(SAVETTES, Pa.)
 1000 North Broad and South Second Streets, Philadelphia 10, Pa.

THIS ADVERTISER PICKS THE VACUUM CUP FROM THE TIRE
 AND CENTRES ATTENTION OF READER UPON IT

thing in the position of the knife, half drawn from the drawer and left there, constituted a strong magnet.

The story that Wm. H. Luden wishes to tell, for cough drops, concentrates upon the human mouth. That is the seat of the trouble, the source of contamination, the "trouble zone," as the advertiser himself puts it. The nose and throat alike are within this jurisdiction.

It is natural, then, that in any illustration the reader should be made to look at and think about this trouble zone. But no ordinary picture would accomplish it. What a clever expedient, then, to



A Star Textile Salesman

- leaving New York tomorrow
- making 10 calls a day
- working 300 days a year
- stopping in 1900 cities and towns
- would return in six years and report—

"I have visited 18,000 firms."

Daily News Record duplicates this feat once every business day.

An advertisement in the **Daily News Record** is a super-salesman, certain of a hearing in more than 18,000 firms in the textile, clothing, and allied industries throughout the United States.

(A member of the A. B. C.)

Other FAIRCHILD PUBLICATIONS include:

WOMEN'S WEAR—the retailers' daily newspaper (more than 25,000 circulation).

MEN'S WEAR and the **CHICAGO APPAREL GAZETTE**—semi-monthly magazines for retail clothiers (more than 11,000 circulation).

FAIRCHILD'S BULLETIN—the international textile weekly.

FAIRCHILD DIRECTORIES—textile and clothing directories of important markets in the U. S. (annual circulation 180,000).

Main Office—8 East 13th Street, New York, N. Y.

when he pictures the product, with embellishments of background and of human interest. With competitors on every hand, putting out an almost identical article, he must needs concentrate on his one specific and exclusive feature, which becomes of far greater importance than the complete visualization of the thing manufactured.

The campaigns now used for stoves and ranges are a typical case in point. People are sold on the modern idea in these household necessities. It is unnecessary to go over all that ground again. But the consumer must be told, "Here is a specific reason why this kitchen range is a better buy than all other ranges. All of them will cook; all of them have modern refinements. But this range has a special patented heat regulator that automatically turns heat off or on, as needed. Mother, who has enough drudgery as it is, will welcome this innovation. It constitutes the real reason why you should decide upon this range."

Therefore, an advertiser of a range of this type allows the mere showing of the product to become secondary, while every mechanical illustrative effort is employed to intensify the exclusive feature zone, that attention may be unqualifiedly concentrated upon it. One method was to use two colors and to run the device—which was a brilliant red—in the second color, eliminating red from every other part of the illustration.

The retoucher has his own methods of accomplishing the same thing in black and white. In a remarkably effective series for the Auto-Strop razor, photographs were taken of hands, strop and razor, in various interesting poses. They were just a little off-focus, which gave them an artistically hazy appearance, with no great amount of sharply defined detail. And as the razor was to be featured and not the strop, hands, etc., this part was retouched up to the last degree, with sharpening of contrasts and of even the smallest details. Result—the razor is the first thing to strike the optical sense.

One who spends almost a million dollars a year in illustrated advertising makes this observation concerning present conditions:

"Concentration! It is the biggest thing I know at this time. How to catch the attention of the person to whom you would sell and, having done so, compel him—literally force him—to look at one element, one vital, exclusive point in your presentation. I have almost stopped trying to make the prospect examine every inch of my advertising space—at the outset. What I must do, I feel, is to arrest the attention because of a wonderful argument in picture or in text, and then, having sold this, allow them to browse around to suit themselves. People are buying today because of features, because of some element in a product that gives it individuality. Therefore, in my illustrations, I intend to lead the eye unerringly to certain zones of salesmanship. If I do this, I am content."

Copper and Brass Campaign from Presbrey

The Copper and Brass Research Association has placed its advertising account with the Frank Presbrey Co., New York.

An educational advertising campaign, in which national magazines, trade papers and newspapers will be used, has been planned by this association.

Shoe Account for Gunnison

The Hass Shoe Company, Inc., of Newark, N. J., Hass "Stylebilt" Shoes, has appointed Stanley E. Gunnison, Inc., New York, as its advertising agency.

Robert J. Chambers has been made production manager of this agency, succeeding E. W. Appleby, resigned.

Gray Motor Co. Appoints Rex F. Glasson

Rex F. Glasson, formerly city editor of the *Detroit Journal* and *Detroit Times*, has been appointed advertising manager of the Gray Motor Company, Detroit.

Merck & Company Appoint Agency

Merck & Company, manufacturing chemists of New York, have appointed Barton, Durstine & Osborne, Inc., as their advertising agents.



A South Sea island dinner-dance in the Paris studio of Drian, whose work is such a notable contribution every month to Harper's Bazar. From every place where Fashion reigns—Paris, Fifth Avenue, Palm Beach, the Riviera—Harper's Bazar gathers for women of wealth and social position, the news of their own glittering world of Society and Fashion.

Harper's Bazar



The rise of the House of Russek

MERCHANDISING vision never appears as such in the impersonal figures of a bank statement, but it is as much part of the assets of a firm as its stocks, its good will, its bills receivable.

No shop can become known beyond the bounds of its neighborhood, unless its founder has this vision, which marks off the shopkeeper from the merchant.

Frank Russek had it. He believed Fifth Avenue was the best location in New York for selling furs and frocks to women. He felt that it was destined to become the rue de la Paix, the Bond Street of America.

He believed in location. He believed in advertising. Unknown ten years ago, he has made the name Russek familiar wherever New York women speak of clothes, and has made "Russek Style" a standard for dealers throughout the country.

In 1913, Russek opened a small shop on Fifth Avenue, above 34th Street. Then he could afford to do very little advertising. In 1914,

he used about 3,000 lines in three evening papers.

In 1915, he was persuaded to use about 5,000 lines in the *NEW YORK EVENING JOURNAL*. Because of its pulling power, he increased this in 1917 to more than 10,000 lines; then in 1918, to more than 11,000 lines. In 1919, he contracted for 25,000 lines in the *EVENING JOURNAL*, and used more than 27,000.

His business was growing rapidly. Russek now took over also the second and third floors of his present location to accommodate his increasing customers. At this time he changed his advertising schedule and for three years, used no other evening paper than the *NEW YORK EVENING JOURNAL*. In 1920, he used 50,000 lines. In 1921, 61,000 lines.

In 1922, he has again increased his lineage with this paper to 75,000 lines, the largest space ever contracted for by this firm with any New York paper.

These advertising figures tell more clearly than anything else

Mar.

can,
Russe

Mr.
the
one
in th
treme
to do
own
domin
An

The N

Circ

can, the rise of the house of Russek.

Mr. Russek's letter states that the **EVENING JOURNAL** has been one of the contributing factors in the success of his business. Its tremendous circulation enables him to dominate the market, just as his own large purchases enable him to dominate his merchandising market.

An indication of the volume of

his sales can be gained from the fact that, as Mr. Russek says, last year he sold eight times as many mink coats as any other store in the city. In an off-season day, such as in August, for example, Russek frequently has a larger sale volume than many of the other dress shops in New York have during the busiest days at the height of their regular seasons.



362 Fifth Avenue
New York

TELEPHONE 8220 FIVE SIX

Jan. 13th, 1922.

To the Publisher,
New York Evening Journal,
New York City.

Dear Sir:

Allow us, in the spirit of appreciation, to voice our satisfaction at the character of service which has been and is being rendered to us by the Evening Journal.

We have used generous space in the Journal for a number of years, during which time our business has grown to highly satisfactory proportions, and we cannot help but feel that the Evening Journal has been one of the contributing factors to this success.

We are ready at all times to co-operate with you by allowing you to use our name as reference as to the pulling power of the Evening Journal, for any merchant who has the right goods to offer at the right prices, and desires to advertise them judiciously.

Very truly yours

RUSSEKS

By

Frank Russek
Pres.

Russek's is one of the long list of prominent New York stores that have developed through use of the purchasing power inherent in the tremendous circulation of the **EVENING JOURNAL**, a circulation **TWICE** as large as any other evening paper in the city, and greater than any daily circulation in America.

The New York Evening Journal publishes more Women's Wear Advertising than any New York newspaper

NEW YORK EVENING JOURNAL

Circulation double any New York evening paper

*Department Store Advertising
for January, 1922:*

	<i>Inches</i>
<i>Metropolis, 6 days.....</i>	<i>8,337</i>
<i>Times-Union, 6 days.....</i>	<i>2,933</i>
<i>Times-Union, Sundays.....</i>	<i>2,771</i>

The Jacksonville department stores concentrate in The Metropolis week days and Times-Union Sundays. (The Metropolis has no Sunday edition.)

The Florida Metropolis

Florida's Greatest Newspaper

Crowds Jam Store

of Duval Jewelry Company

Does the Florida Metropolis Pull?

DUVAL JEWELRY COMPANY

Incorporated
15 West Bay Street
Jacksonville, Fla.

*"The Florida Metropolis,
Jacksonville, Fla.*

"February 3rd, 1922.

"Gentlemen:

"On last Thursday we ran an exclusive page ad in The Florida Metropolis announcing a special sale of jewelry for the Duval Jewelry Company, of Jacksonville. All Thursday and Thursday night it poured down rain and Friday morning the weather was beastly unpleasant. The rain was driving and the outlook for a successful sale was extremely disappointing.

"We had advertised that our store would be open for this sale at 9:30 o'clock Friday morning. When we opened the doors the crowd filled our store to overflow and several hundred persons

were forced to stand quite a while in the rain outside before they could get in the building. But they waited their turn and all day long—despite a steady downpour of rain, we did an excellent business.

"If ever a newspaper had an alibi for its advertising columns not pulling The Metropolis certainly had one considering the weather. But I am glad to say that no alibi was needed. The weather 'broke' against us, but our exclusive advertisement in The Metropolis turned the 'trick.'

"This is the second big sale that I have conducted in the city in the past month and in each instance I found that The Metropolis was the best advertising medium in the city.

"With best wishes, I am,

"(Signed) F. D. MERRILL."

*The Metropolis is a Member of the Associated
Dailies of Florida, S. N. P. A. and A. N. P. A.*

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

*Chicago
Kansas City*

New York

*Atlanta
San Francisco*

Business and the Business Press

VII. The Development of Trade and Technical Paper Advertising

By Roy W. Johnson

THE statement is often made that the advertising pages of business papers are read with the same degree of attention that is given to the editorial columns. Of a great many publications the statement is undoubtedly true, and this fact is a result of the essential unity of subject matter which is presented by advertising and editorial pages alike, and the careful selection of circulation among those whose interest in the subject matter is most definite. The value of a business paper as an advertising medium depends, therefore, upon the thoroughness with which the process of specialization has been carried out, both as regards the selection of readers and the development of editorial policies.

As a matter of fact, much that was said regarding the development of editorial policies might also be said with reference to the development of business paper advertising. Progress in the evolution of advertising policy has moved more slowly, perhaps, due to perfectly natural causes; but its direction is parallel with that of editorial development. Business paper advertising has gained immeasurably in direction, in force, and in its application to the broad needs of its industry—the latter corresponding to the quality of "penetration" in the editorial division.

Some of the handicaps under which the early publishers were obliged to work were described by David Williams in the preceding article. Under such conditions it is remarkable, to say the least, that anyone did succeed in developing a policy of selecting advertisers exclusively from those concerns that were within a certain limited field. It is to be remembered that advertising itself was not understood as it is today, nor were the prospects who bought space in the early business papers

themselves advertisers, even as the term was then understood. The early publishers solicited their friends and acquaintances first, and gradually extended their field of operations as opportunity offered. Most of the early papers presented a curious conglomeration of advertisements, many of which had no relation to the field at all.

STANDARDS OF ADVERTISING PRACTICE ESTABLISHED

After publishers began to grasp the importance of specialization in editorial contents, however, the same standards came by degrees to be applied to the advertising pages. Somewhere back in the mists of the early history it occurred to somebody that an advertisement would not pay the publisher in the long run unless it also paid the advertiser. Little by little, publishers began to define clearly the field from which advertising could be drawn, just as they defined the field of operations in the circulation department, and the field of interest editorially. The advertising pages thus came more and more to preserve the unity of interest with the editorial columns by the elimination of all matters that were not directly related to that interest.

An equally marked development took place in the quality, or forcefulness, of the advertisements themselves. Early efforts were crude, both as regards copy and typography, and illustrations, when used at all, were for the most part bare representations of the product advertised. This was doubtless in large part due to the fact above stated, that the great majority of those who bought business paper space were not advertisers at all, and had no facilities for the preparation of copy or knowledge of advertising values. For the most part, it is

safe to say that they had never advertised in their lives before, and the business paper publishers were practically working a virgin field.

It is worthy of note, moreover, that each publisher was for the most part obliged to work his field alone, without help from outside. The fields cultivated by the advertising agents of those days, and those reached by the business press, did not overlap to any great extent. Business paper publishers had very few dealings with agents, and the agents did not find it profitable to attempt to cultivate trade-paper business. Thus business-paper advertising may be said to have had a separate development and arrived at its own standards by methods of its own. For a number of years, indeed, there was more or less feeling of antagonism between business publishers and advertising agents, and it is only in comparatively recent years that there has been any large degree of co-operation between them.

At a comparatively early period business-paper advertising salesmen began to supply copy to some of their prospects. By and by, somebody discovered that it was easier to sell a definite advertisement, already written, than to persuade a prospect to buy a page of intangible space. By degrees, business paper advertisers began to expect a certain amount of service of this character, and in the course of time many business papers were supplying copy as well as space for a sizeable portion of their customers. Finally this service took shape in a definitely organized department which rendered to the customers of the publication much the same service that an advertising agency renders to its clients in the preparation of plans and copy. The late John A. Hill is generally credited with being the first publisher to establish such a department as a recognized part of the business.

The development of business paper advertising on the side of forcefulness is the result of this process. Just as business pub-

lishers had to train their own editorial and circulation men, they were obliged to follow the same course with copy men. Not until a dozen years or so ago was there any appreciable amount of co-operation with outside agencies. Since then, however, a number of technical advertising agents have been established, and a large number of the general agencies have organized special departments equipped to supply business paper copy. The ancient jest about "trade paper copy" has long been threadbare, and the modern business paper carries advertising which will stand comparison with any other class of advertising, anywhere.

DEVELOPMENT OF ADVERTISERS

The quality or characteristic to which the term "penetration" was applied in connection with editorial development, is also observable in business paper advertising. As was only natural, those publishers who, from the editorial point of view, obtained a grasp of the broad problems confronting the industry as a whole, would apply the same knowledge to the development of the advertising end of the business. The trade paper, for example, which grasped the importance to the retailer of more rapid turnovers, involving more frequent purchases in smaller quantities, from the manufacturer's or the jobber's stock, sent out its advertising salesmen to preach this gospel to the manufacturer and the jobber. While the publication was hammering away at the idea editorially, its advertising department was inducing manufacturers to emphasize the same idea in their copy. Many manufacturers who had never carried any stock of goods at all began to do so, and began to feature the service in their advertising space. The appeal, in a word, instead of being merely a claim based upon quality, or style, or price, became more and more a logical and consistent merchandising argument, more intimately related to the real needs of the reader.

A good example of the develop-

ment of this characteristic may be obtained by comparing the advertising pages of the power plant engineering papers today and a dozen years ago. To a considerable extent the products advertised are the same, but the basis of appeal is quite different in the vast majority of cases. A dozen years ago, speaking generally, products were advertised to the engineer by claiming that their use would save time, or work, or money—that they were “absolutely the best,” or that they had been “standard for forty years.” Today, however, there is a clearly marked tendency to emphasize the relation which the product bears to such matters as scientific plant management or the conservation of fuel. The automatic stoker, for instance, which used to be recommended because it saved work and the wages of a fireman or two, is likely to be advertised today from the standpoint of scientific combustion and the elimination of waste fuel. It is exactly the same development that has taken place in the editorial attitude of the papers, arising from the same grasp of the vital needs of the industry.

Thus it has come about that the natural unity of interest between editorial and advertising pages has been considerably strengthened by a more or less general unity of aim or purpose, and by some at least of the leading business publishers of today, it is believed that the future development of business paper advertising lies definitely in this direction.

As stated in the first article in this series, it is manifestly impossible to appraise the value of the service to industry that has been rendered by the business press. No attempt has, therefore, been made in that direction, nor have I tried to give the history of business journalism in any minute detail. The purpose of these articles has been to establish, if possible, some basis for judgment by examining the development of standards of practice by those papers that have survived, and to define in general

what constitutes a genuine business paper and what constitutes something else.

Almost without exception we find, therefore, that the publications that have survived for any length of time, have possessed certain characteristics in common, of which four stand out with great prominence: (1) a clearly defined field, possessing a definite community of interest; (2) a grasp of the real problems of its field; (3) a *bona fide* list of purely voluntary subscribers, and (4) an entire independence of control by outside interests. The influence of a business paper with its readers (which is the true measure of its importance) can generally be judged by its adherence to those standards.

Uses Character of Neighbors to Rent Central Store

Mastbaum Bros. & Fleisher, Philadelphia realty concern, play up the character of the neighbors that the tenant of a vacant store will have as a reason for renting the property in question. The copy points out that three other tenants—United Cigar Stores Co., Horn & Hardhart Baking Company, a chain restaurant, and a Schulte Cigar Store—are three good reasons why the site is a promising one for business. The caption is “The Charmed Circle,” illustrated by what appears at first glance to be a sort of puzzle picture. Upon a circle is superimposed a swastika design, three quarters of which bear the names of the three discerning tenants, while the fourth quarter, representing the unknown tenant, bears a large question mark.

New Accounts for Seattle Agency

The account of the Jordan Storage & Distribution Co., Seattle, Washington, has been placed with the Birchard Company, advertising agency of that city. Trade journal and direct-mail advertising are being used at the present time.

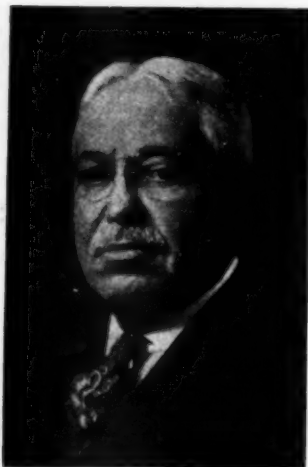
The Seattle Chiropractor's Association has also retained this agency to direct a campaign in Seattle newspapers.

“Sacson” Dress Account with J. H. Cross Co.

The J. H. Cross Company, advertising agency, Philadelphia, has secured the advertising account of Samuel Cohen & Sons, New York, makers of “Sacson” house and porch dresses. National mediums will be used.

Death of Samuel Pratt

SAMUEL PRATT, pioneer in outdoor advertising, died at sea last Wednesday on board the steamship *Paris*, bound for Havre. He had started on a vacation which he had planned to spend in Europe and in the Holy Land. Death came after sixty-six years, more than forty of which were



THE LATE SAMUEL PRATT

given in whole or in part to outdoor advertising.

Only one job, the first after he left the town of his birth, Birdsall, N. Y., did not call for outdoor advertising work. This first job was the selling of proprietary medicines. He traveled through New York State, selling the preparations from a stock carried in a wagon. From a horse and wagon covering New York State, he went to a horse and wagon that carried him through the entire United States for J. C. Ayer & Company, as advertising manager of their patent medicines. In the towns and cities in which he called he not only inserted advertisements in the local news-

papers, but also had bills posted throughout the city. Frequently he was unable to find anyone who made a practice of posting bills, and was forced to draft the services of a local wallpaper hanger. It was this condition that caused Mr. Pratt to start a number of men in the business of outdoor advertising.

From the Ayer organization he went to Tarrant & Company as traveling advertising manager, giving particular attention for many years to the advertising of Tarrant's Seltzer Aperient.

Later he definitely entered the outdoor advertising field by joining the A. Van Beuren Company, becoming its general manager a few years later. For that company during nine years he handled the outdoor advertising of the American Tobacco Company. This work brought him into close contact with J. B. Duke, who became his friend.

It was through sales pressure that Mr. Pratt brought on Mr. Duke that Virginia Cheroots saw the light of advertising. Mr. Duke had been persuaded to have a country-wide poster advertising campaign for Virginia Cheroots somewhat against what he believed to be his better judgment. Mr. Pratt had hardly had one-fourth of the country posted before he received orders to stop the advertising. On returning to headquarters he found the reason for the order to be an oversold product.

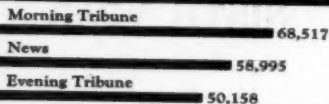
At the time of his death he was president of the United Advertising Corporation, which business he founded, and was chairman of the board of directors of the United Advertising Agency. These companies control more than twenty advertising companies.

He was one of the founders of the Poster Advertising Association and of the National Advertising Commission and held offices in many advertising organizations.

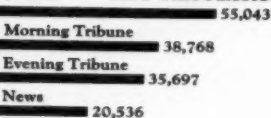
The automotive division of the Cleveland Pneumatic Tool Co., which has taken over the manufacture of Gruss Air Springs, has placed its advertising account with the Schulte-Tiffany Co. of Cleveland.

Circulation Comparison of Minneapolis Daily Newspapers

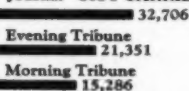
Journal TOTAL CIRCULATION 100,936



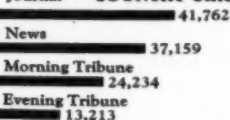
Journal CITY CIRCULATION



Journal CITY CARRIER CIRCULATION

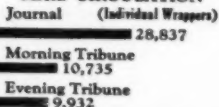


Journal COUNTRY CIRCULATION



Figures for 6 months
period ending
Sept. 30, 1921

MAIL CIRCULATION



The MINNEAPOLIS JOURNAL

Member A. B. C.

Represented in New York, Chicago and
San Francisco by O'Mara & Ormsbee, Inc.

THE HAND THAT ROCKS THE



BABY'S

NINTH YEAR

The Subject:

Baby's health is the vital issue in ten million American homes and the mothers in these homes are asking in a hundred questions, "What?" and "How?"

The Medium:

The answers to these questions are given in a practical, brief and authoritative way in **BABY'S HEALTH.**

The Readers:

A guaranteed paid circulation of 100,000 copies placed in the hands of mothers throughout the United States.



THE HAND THAT ROCKS THE

66

CRADLE RULES THE WORLD

HEALTH

The Service:

Your full-page advertisement in three colors, opposite a page of pertinent text matter.

A report twice each month giving a list of consumer inquiries.

A list containing the total number of recent mothers reached in each city—affording a splendid talking point for your salesmen.

A list of dealers in each city who are co-operating with us.

Suggestions—how your sales department can 'cash in'—on this plan, with local dealers.

Copy and further information furnished on request.

The **MERVAL CORPORATION**

Publishers—Mount Vernon, N. Y.

Eugene P. Jordan, Pres.

New York—220 West 42d Street

Boston—6 Beacon Street

Chicago—1224 First National Bank Building

66

CRADLE RULES THE WORLD



Where Inquiries from \$400 Prospects Cost only \$2.93

THIS is the present record of one advertiser of dairy farm equipment in *The Farmer*.

He has found that our dairy farmers *are* buying, but are shopping quietly.

These prospects are being ferreted out by consistent advertising in *The Farmer*.

His inquiries have been so productive of business that his salesmen are now being routed to follow them up promptly.

You can profit from this manufacturer's experience.

An accurate analysis of dairy farming as practised in the Northwest has been prepared for you. It contains a wealth of helpful data. Write for your copy now.



The Northwest's Weekly Farm Paper

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives:
STANDARD FARM PAPERS, INC.,
1109 Transportation Bldg.,
Chicago, Ill.



Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
95 Madison Avenue,
New York City.

Members Audit Bureau of Circulations.

The Bolsheviks Make Their Peace with Advertising

Recent News from Russia Indicates That Newspaper Advertising Is Now Legalized

IT may be the approaching Genoa Conference that has brought about a recent and interesting change in the advertising man's lot in Russia. At this conference, where the revolutionary leaders are to make their first appearance on the legitimate stage, they apparently wish to appear with clean hands as far as the owners of the newspapers of the world are concerned.

According to a subscriber of PRINTERS' INK, who writes from Riga in Latvia, a real change in the Bolshevik leaders' attitude toward newspaper advertising has occurred. It will be remembered that the advertising man's lot under the former régime was an uneasy one, to say the least. The official statement of the congress of workers, soldiers and peasants of April 10, 1919, said that previous owners of newspapers which had been taken over were to receive no compensation. In case they were needy on account of the expropriation of their property, they were to be employed in their previous positions. It was decided at that time that they might even deserve some sort of pay for their services. But the owners had rather a poor time of it, taken on the whole. The official statement of that date left little to the imagination—or to the owners:

"All money for subscriptions and advertisements is to be turned over to the administrative council. From this sum the administrative council has to pay all the necessary expenses of the paper. Parties or individuals must no longer be enriched by the press.

"The right of freedom of opinion shall not be taken from anyone. The capitalists have the means of publishing their own papers, if they deem it necessary. But they may no longer make a business of advertising.

"If the bourgeoisie really has anything worth while to say and believes that its co-operation in the reconstruction of our broken-down civilization is necessary, then it is certainly in a position to express its opinion without wishing to make a business of advertising, as used to be the case.

"The administrative council of the place where the paper or periodical is published will from today on manage the whole advertising business. All income from advertisements which appear in any periodical must be turned over to the administrative council.

"The periodical publisher may receive for advertisements only the amount which the printing and the paper for the advertisements cost. Periodicals which cannot exist without the income from advertisements have no reason for existence; let them die!

"Periodicals are to order all writers and scholars to send in political, scientific and technical articles, as well as works on art and literature. These works must be properly paid for by the paper that accepts them. Articles for which payment is not asked should not be accepted. But articles should not be paid for if written by editors on the staff. Anyone who publishes or seeks to publish an article for which he has been paid or bribed by any person, party or group of interests will be regarded as a counter-revolutionist.

"All advertising offices will be taken over by the administrative councils. The managers are required to remain here also in their positions and carry out the orders of the administrative councils. All surplus which the administrative councils obtain is to be devoted to those papers and periodicals whose economic position is bad, but which it is necessary to keep up. But only for

papers that are indispensable. For it would be no loss if a large proportion of the dailies were to die off."

Nothing of a very friendly nature toward the newspaper advertising business in a statement like that. It makes our Latvian correspondent's news of the recent change all the more surprising.

"The adventures of advertising in Russia under the reign of the Bolsheviks," he says, "have been most unusual. After the appropriation of private property, public advertisements had to try to perform a remarkable task, to change the whole population into Communists. The fact that it failed to accomplish this task has been entirely due to the Bolsheviks. They were not able to fulfil their advertised golden promises and their wildcat schemes went to pieces. Many government periodicals were continually run. These were not read by the general public because of their one-sided tendency.

"Hence it was of small use to place there the commercial advertisements. The political advertising, of course, came as a great favor. Posters with or without illustrations on political topics were placed on all street corners, public places and inside of public buildings. The publishing of periodicals and the importation of paper at last became impossible and the Bolsheviks were obliged to close down their periodicals. Only a few papers were left, their sale to private citizens being prohibited. The official papers were sent often only to government officials and agitators. The notorious *Pravda* was printed in 40,000 copies. The propaganda advertising took some unusual forms. The outer walls of cars for a long while were painted with various dragons to attract the attention of the population, and communistic slogans and mottoes were placed upon them in enormous letters. These trains, equipped with sleeping and dining-cars, for agitators and spectators, libraries and moving picture ap-

paratus, used to stop at every important station, gather the audience, and the agitation began. With the passing years this political agitation and advertising finally came to an end, the population at the same time becoming tired of the agitators.

"Finally the meetings were not attended. Communistic slogans lost their attractiveness. The leaders were soon unable to keep their promises. Under recent pressure of general opinion, the new economic policy has been adopted, and after more than three experimental years Russia has returned to the starting point. Foreign paper is now being imported. Free sale of periodicals is allowed once more. Subscriptions are received and together with the denationalization of industry private publications are again allowed. Advertising men are again at work. At the present time this is under very difficult restrictions, but they are gradually improving. Commercial advertising has been resurrected and the Bolshevik official papers in Moscow and Petrograd at the present time are printing local commercial advertisement that are paid for.

"Local advertising agencies have sprung up and are using the air mails to carry on advertising campaigns in Latvia, Estonia, Lithuania and Germany. News photographs delivered by the rapid air mail are placed under glass on busy street corners and mingled with local commercial advertisements, which, of course, are paid for also. As the local newspapers are without any illustrations, the public seems to like the news photographs, and then they pay attention also to the advertisements that border them, especially when they are illustrated in colors or with photographs."

The sun shines again in Russia for the copy writer and many an advertising man there who has been a starving author for more than three years can go back once more to his chosen occupation of writing copy for special sales of merchandise, when the merchandise is available.

Can Federal Trade Commission Prevent Misbranding?

Supreme Court to Decide Its Jurisdiction over the Use of Misleading "Trade Terms"

By Chauncey P. Carter

ON motion of Solicitor-General Beck, the Supreme Court has put over until an early date in March the hearing in the review of the judgment of the Circuit Court of Appeals in the Federal Trade Commission's case against the Winsted Hosiery Company. This case arises out of the labeling by the company of underwear composed of wool and cotton as "merino," "wool" or "worsted." This labeling brought forth a complaint from the Commission which the company answered by admitting the facts but denying that the labeling constituted unfair competition within the Federal Trade Commission Act. Thereupon the attorneys for the Commission and the attorneys for the company got together and agreed on a statement of the facts in the case which admitted that there are a few manufacturers of underwear whose products are composed wholly of wool and are branded and labeled by them as "all wool"; that the products of the Winsted company are part wool and part cotton; that the labels used by the company do not show this and that such labels may tend to deceive the *purchasing public* into the belief that such products are composed wholly of wool.

The Commission made its findings accordingly and issued an order to desist. The company thereupon asked the Circuit Court of Appeals to review this order whereupon, under a provision of the Federal Trade Commission law, the Commission was granted permission to take additional evidence.

At the hearings, representatives of leading retail establishments, including Wanamaker's, Altman's and Rogers Peet & Co., testified that their establishments would

not knowingly countenance the use of the terms in question on anything but all-wool garments. More than 200 "ultimate consumers" testified orally or in writing. Nearly all understand the term "wool" to mean all-wool, nearly two-thirds testified likewise as to "merino" while the testimony as to "worsted" was more evenly divided. Condemnation of the use of the terms "natural merino," "gray wool," "natural wool," "natural worsted," and "Australian wool" on goods composed only partly of wool was expressed by the National Association of Retail Clothiers, a like condemnation being recorded by the Knit Goods Manufacturers.

As a result of these hearings, the Commission arrived at findings quite different from and considerably more elaborate than those resulting from the original agreed statement of fact. These amended findings show among other things the tendency of the markings complained of to deceive both the retailer and the ultimate consumer.

WHY COMMISSION'S AUTHORITY WAS LACKING

The new evidence and new findings were in due course filed with the Circuit Court as required, but the Court found that this additional evidence merely established that "*the trade* was not misled in any respect by the label complained of" and added that "some witnesses testified that in their opinion some part of the consuming public was or might be misled into thinking the underwear so described was pure wool." It decided, therefore, that while there might have been misdescription or misbranding resulting in the deceit of consumers, such misdescription or misbranding was

not unfair as against competitors and, therefore, not within the jurisdiction of the Commission.

As this decision would act substantially to prevent the Commission from interfering with the large bulk of misbranding and unfair marking, a writ of certiorari was applied for, the grant of which resulted in the forthcoming review of the whole case by the Supreme Court. That the decision is awaited with interest by the various trades is evidenced by the number of briefs filed on behalf of other companies such as Armstrong Cork Company and by other associations including the powerful Silk Association of America.

The Commission through the Solicitor-General contends that the Circuit Court ignored the true and revised findings based on the actual evidence and decided the case on the original agreed statement of facts later found to be to a large extent false and incomplete. It maintains that an examination by the lower Court of the evidence would have shown that such evidence completely refuted the Court's finding that there "was obviously no unfair competition as against other manufacturers of underwear." The question raised by the whole proceeding as framed by the Commission is: "Does misbranding which misleads the consuming public . . . thereby injuring competitors who correctly label their products, constitute an unfair method of competition within the purview of section 5 of the Federal Trade Commission act?"

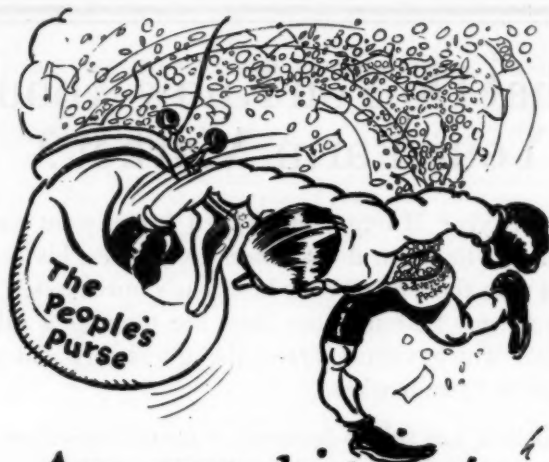
The Commission admits or at least does not deny that there would be no cause of action at common law and that its case must stand or fall on the question of whether the acts complained of are prohibited by the Federal Trade Commission Act. It holds that under this Act it is immaterial whether intermediate distributors, i.e., "the trade" are deceived, although it alleges that the evidence shows such deception.

There is an obvious conflict between the holding of the Circuit

Court in this case and the holding of the Seventh Circuit Court in the Sears, Roebuck case wherein the Court specifically stated that it was unnecessary for the Commission to prove that competitors had been damaged or even that purchasers had been deceived, it being sufficient for the Commission to show a *capacity or tendency* of the acts complained of to injure competitors, "directly or through deception of purchasers." This ruling of the Seventh Circuit was subsequently approved by the Second Circuit in the well-known Gratz case which emphasized the limitation of the jurisdiction of the Commission to those cases of unfair competition *against public interest*.

SUSPICION MUST BE KILLED

The present case, like the Hardwood Manufacturers case, serves to emphasize the constant effort on the part of so many traders to avoid the spirit of adhering to the letter of the law. It is admitted by all concerned that a substantial portion of the public is being deceived by the use of the labels complained of, even the Circuit Court asserting that "Conscientious manufacturers may prefer not to use a label which is capable of misleading and it may be that it will be desirable to prevent the use of the particular labels" and yet if it is "within the law" to continue this deception, there is an obvious desire on the part of the company concerned and hundreds of others to do so. One cannot help but think that if the United States is to continue to be one of the world's leading suppliers and our merchants to become more and more interested in world's markets as contrasted with domestic markets, and this is the present tendency, that the harmfulness to the trade and reputation of our country resulting from the employment in our industries of verbiage that may be understood by "the trade" but that certainly deceives the "ultimate consumer" will become more and more apparent and at the same time more difficult of correction.



Are you hitting a full purse?

"HITTING 'em where they ain't" may be O.K. in baseball, but in advertising it doesn't go.

Now just think this over:

Readers of the All-Fiction Field spend for these magazines alone the vast sum of \$10,735,000 a year.

If they are able to spend such a sum for the magazines alone, just consider for a moment what a vast buying power is reached through the advertising pages of this influential group.

Want more facts about the full purse of the All-Fiction Field's readers? Just say "Yes" on your own letterhead, and send it to us!

The ALL-FICTION FIELD

280 Broadway, N. Y. City
1152 Peoples Gas Bldg.,
Chicago

Adventure
Ainslee's
Adosy—
All-Story
Detective
Story
Love Story

Munsey's
People's
Popular
Short
Stories
Top Notch
Western
Story

*The Field of
Greatest Yield*

What Do You Know About Your Farm Market?

THIS year Montgomery Ward & Co. want each one of their rural customers to increase his purchases with them \$5.00 over last year's purchases. In order to get that increase they are making a sales analysis which almost takes the guesswork out of selling the farm market.

Whether you sell to farmers or foundries—there is an inspiration for you in this company's work.

"Hereafter," Theodore F. Merseles, president of the company told his head buyers, "every one of you must take at least two or three trips a year into the country districts. You are really the *buying agents* for the farmers.

"We have been spending too much time telling the farmer about merchandise. Now we are going to let him talk. He has something to tell us—and we are going to listen."

From this grew the market analysis which has meant a big advertising campaign.

What the company is learning, what it plans to do and what it already has done are told by Theodore F. Merseles in an interview with G. A. Nichols. This interview holds a big message for every executive.

STUDYING THE FARMER TO KNOW
HOW AND WHAT TO SELL HIM

PRINTERS' INK MONTHLY

For March

There are more than twenty other business-building articles in the March Monthly

"How Small Space Can Build Big Advertisers"

Some of the biggest advertisers of today started years ago with one or two-inch single-column advertisements. Today they still realize the value of small space—and many of them use the little advertisements as holders of good-will. What small space advertisements can do, how they are built and when it is best to use them, are told in a helpful, liberally illustrated article.

"Buying Customers for \$1.50 Apiece"

Rhea F. Elliott, president of the Elliott Nursery Company, one of the largest bulb houses in the United States, tells the inside story of the growth of his company. It is a mail-order story packed full of facts and figures. It tells how much inquiries cost, how they are obtained, how they are followed up, how active and inactive lists are kept, and a dozen other significant facts about a scientifically conducted mail-order business.

"Making the Stockholder a Sales Missionary"

Every stockholder of the General Motors Corporation receives with each dividend check a booklet, which is really an advertisement of the various component companies. This corporation realizes that each of its thousands of stockholders can be a mighty successful sales missionary for General Motors products—if only he can be sold on them. How it is doing this is told in an article by Roy Dickinson.

"Weekly Sales Meeting Make These Men Sell"

By a weekly discussion of sales problems the Wm. H. Britigan Organization is helping its salesmen get big increases in their sales. There is a simple idea back of these meetings—and it is an idea that can be applied in any business that uses salesmen. Wm. H. Britigan, president of the organization, explains the plan in a thorough and informative article.

"Bell-Wethers That Boost Sales"

"The Sales Convention Goes to the Salesmen"

"Selling a 'New Use' in an Unusual Way"

"A Benevolent Trust Forced This Firm into Success" and fifteen other informative articles

Business and advertising executives who are on the alert for the constructive and the significant will read these articles—because they have become accustomed to turning to Printers' Ink Monthly for just the kind of helpful article they need. Which demonstrates why advertisers are continually finding the Monthly a profitable medium.

PRINTERS' INK MONTHLY

25 Cents a Copy—\$2.00 a Year

185 Madison Avenue

New York

One may rejoice that the trade associations seem, on the whole, to appreciate the need for elimination of misleading trade terms and that they are not only supporting the Commission in its present stand but are voluntarily trying to avoid the necessity of compulsory action by agreeing on proper markings and terms for the various kinds and types of products used in their respective industries. Advertising must, however, be the medium through which the ultimate consumer shall be informed of the meanings of the various terms adopted and shall be taught how to identify the article desired to be purchased.

Right here is a wonderful field for co-operative advertising and the industries that appreciate this fact and arrange for proper advertising campaigns to show the public that they are "honest all through" and to educate the public how to purchase intelligently will reap a prompt and generous reward in stimulated purchases. Who is there among the readers of this article that has not at one time or another refrained from making a purchase of wearing apparel or something else because he "wasn't sure" that the article was just what it was represented to be? Written guarantees are common and appreciated, but are only an aid designed to secure the confidence of the purchaser. All the guarantees in the world will never establish in the mind of the purchaser the confidence that comes from faith in the manufacturer and the industry as a whole rising out of truthful representations over a long period of time.

Joins Advertising Staff of Chicago Printer

Howard E. Knowlton has joined the sales and advertising staff of the Shattuck & McKay Company, printers, Chicago. He was formerly with C. H. Morgan Company, Chicago printers.

Boston Agency's New Account

The national magazine advertising account of W. F. Young, Inc., Springfield, Mass., is now being handled by the D. E. Paris Advertising Agency, Boston.

Postum's Advertising Investment

In a letter giving the history of the Postum Cereal Company, Inc., Samuel H. Small, president of the company says concerning its advertising:

"Mr. Post (the late C. W. Post) was a firm believer in national advertising on a large scale, and the company has spent over \$30,000,000 in keeping its products constantly before the public. Through announcements in national magazines, newspapers, billboards, car cards, window displays, demonstrations, sampling campaigns and other forms of publicity, the company's trade-marks early acquired, and have since maintained, the status of household words. As a result of this policy the company's products are known and sold throughout the civilized world and accordingly the good-will asset of the company has become tremendously valuable. Some of the advertising phrases coined by Mr. Post, such as 'There's a Reason,' are universally familiar."

In the same letter Mr. Small reports sales to the amount of \$17,774,284.22 for the year 1921. Net profits, after deducting all charges including income and profits taxes for 1921 are reported as \$2,101,677.69.

Concerning the future development of the company Mr. Small says:

"The company, because of the consistent policy and fair treatment which it has accorded both the distributor and consumer, enjoys the good-will of its large circle of business connections. With its four products, namely, 'Postum Cereal,' 'Grape-Nuts,' 'Post Toasties' and 'Instant Postum' firmly established and of proved earning capacity; with the opportunity for the development of new products as a result of long and extensive laboratory tests and experimentation, at least one of which is about to be perfected and marketed; with the rapidly growing population of the United States and Canada; and with the world markets just beginning to develop their possibilities for our various lines, we believe our company has only begun to realize its opportunities."

Cleveland Prepares for Affiliation Convention

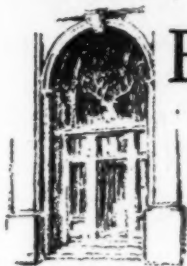
The Cleveland Advertising Club has appointed a number of committees to provide for the convention of the Advertising Affiliation at Cleveland on May 26 and 27.

The Advertising Affiliation is composed of a number of Eastern, Middle Western and Canadian advertising clubs.

William Barnstead with American Syrup Co.

William Barnstead, formerly New England representative for the Ward Orange Crush Company, has been made director of sales of the American Syrup Company, Boston.

The Bond that Found a Voice



EARLY in June, 850,000 friends will all meet for the first time.

For many years they have wanted to do this, but located in more than 1,400 separate cities and towns, the barriers of time and space have stood between them.

Now, at last, they find a common meeting-ground, to give expression to their friendship—to give voice to the true meaning of the principles that have bound their organization together for fifty-four years. The principles of Charity, Justice, Brotherly Love and Fidelity.

Their coming together is of unusual significance to the advertising world. For their meeting place will be the pages of the great new Elks Magazine.

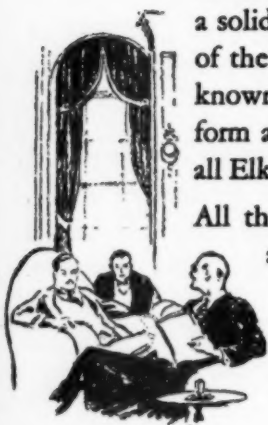
*An Important New National
Magazine*

If it be true that great national magazines spring into being in response to great national interests, what is to be said of the magazine that speaks for the fellowship of the great order of Elks?

The order of Elks is now 54 years old. It has 1,448 lodges. Its property assets amount to \$65,000,000. Its membership is over 850,000—300,000 of them added within the past three years.

The Elks Magazine will be dedicated to the four great principles of the order, interpreted through the medium of fiction and articles by writers who have a solid place in the minds and hearts of the public, illustrated by the best known artists, and so composed as to form a publication of which not alone all Elks, but Americans, may be proud.

All that it means to be an Elk only an Elk may fully know—but this much is plain to every one; that the distinguishing common characteristic of these 850,000 men is—friendliness.



850,000 New Friends for You

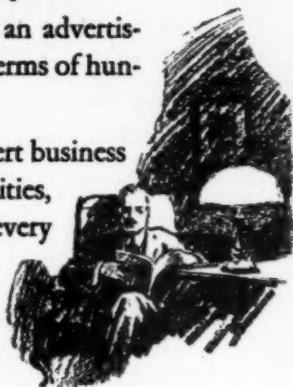
Think of all this means in an advertising way. Friendliness in terms of hundreds of thousands!

Not only are these men alert business leaders in their communities, but most of the leaders in every community are Elks.

President Harding is an Elk; so are General Pershing, Charles M. Schwab, Will H. Hays, Nicholas Murray Butler, Marshall Field, Nelson Morris and Senator Medill McCormick.

They are Elks because, beyond the prized pleasures of fellowship, they find the practical value of contacts with like-minded builders of business enterprise.

Here are the worth-while manufacturers, merchants and professional men—and a preferred standing with them, almost partisan in its character, is available to *you*.



Facts for Advertisers

Circulation: 850,000 guaranteed, 99% in towns of 5,000 and over, each taking the magazine by subscription at \$1.00 a year.

Rate: \$4.50 a line; \$2,000 the page; \$680 the column. Prices for preferred positions and color upon application.

Mechanical data: Size of type page, 7½ by 10¾ inches—152 lines to the column, 3 columns to the page. To be printed on super-calendered paper, covers in 4 colors on 100-lb. coated.

The ELKS MAGAZINE

50 EAST 42nd ST., NEW YORK CITY

Telephone Vanderbilt 8757

CHICAGO OFFICE: PEOPLE'S GAS BUILDING



Ed
cir
tra
titl
soo
tha
(ne
var
I
thi
not
and
take
are
sho
then
mat
ciat
do
con

A
que
mill
gen
the
to s
a n
can
mer
befo
been
opin
wou
both
vent
the c
set o
cent
that
hope
imply
It
court
of A
Colum
in i
mark
"of t
ties"
ment.
doctr
direct
other

Heading Off Threatened Infringement

Court Decisions That Have a Bearing on Current Cases

NEW YORK CITY.

Editor of *PRINTERS' INK*:

As you will see from the inclosed circular, another concern has taken our trade name as part of its corporate title, and is announcing that it will soon put out a line of millinery under that name. We do not make hats (never have), but we do make a rather varied line of women's wearing apparel.

I have been told that we cannot stop this infringement because the goods are not of the same class or description, and also that in any event we cannot take action until the infringing goods are actually on the market and we can show actual damage resulting from them. If you can give us any information on this point it will be appreciated, and would also request that you do not publish our name in this connection.

— — & — —

AS our correspondent suggests, there are really two distinct questions here; (1) as to whether millinery and women's apparel generally can be considered "of the same descriptive properties" to such an extent as would entitle a mark to protection, and (2) can relief be had against what is merely a threatened infringement, before any goods have actually been sold, or any damage has been done? A hit-and-run legal opinion, based on the textbooks, would doubtless answer "No" to both questions. No man can venture to predict, of course, what the courts would say to any given set of conditions, but certain recent decisions lead one to believe that the case may not be quite so hopeless as the textbooks would imply.

It is quite true that the lower courts, and especially the Court of Appeals of the District of Columbia, have been rather literal in interpreting the rule that marks must be applied to goods "of the same descriptive properties" in order to prove infringement. On the other hand, the doctrine that unless concerns are directly in competition with each other there is no infringement has

been definitely modified by some of the higher courts.

The Circuit Court of Appeals for the third circuit, for example, in June, 1921, enjoined the Akron-Overland Tire Company from applying the name "Overland" to tires, in spite of the fact that the Willys-Overland Company did not deal in tires at all. Still earlier, the Circuit Court of Appeals for the second circuit held, in the case of Aunt Jemima Mills vs. Rigney, that the use of the words "Aunt Jemima" on syrup was an infringement upon the use of the same name on pancake flour. In the case of Aluminum Cooking Utensil Company vs. Sargoy Bros. & Company, decided by the U. S. District Court for the Eastern District of New York last June, it was held that the use of the word "Wearever" on tin wash boilers was an infringement on the rights of a company which used it on aluminum cooking utensils.

In the latter case much was made of the fact that the Patent Office indexes laundry appliances and cooking utensils in different classes, and had registered the defendant's mark because a search of the index failed to disclose a previous registration of the word for laundry appliances. "Validity of trade-mark," said the court, "cannot depend upon classification or indexing by the Patent Office alone. . . . A valid trade-mark cannot be obtained for goods in the same general class, having the same descriptive properties, and similar essential characteristics, so that the general public would be misled."

Similarly, the Court of Appeals of the District of Columbia has refused registration to "Onyx" for underwear, after having been registered for hosiery; "Kleeno" for washing materials, after having been filed for polishing

material; and "Norub" for washing powder, after having been filed for a germicide and cleanser.

On the second point, as to the possibility of stopping a threatened infringement, cases are not so plentiful. Most actions are not brought until infringement is well under way. In 1918, however, the District Court for the Southern District of New York passed on a case of threatened infringement in *Wilcox & White Company vs. Leiser*, and granted an injunction. This was a case where the defendant announced his intention of manufacturing phonographs under the trade name "Angelus," which had been used for many years by Wilcox & White Company for player pianos. A case on the other side is that of the *Borden Ice Cream Co., vs. Borden's Condensed Milk Company*, in which the court held that "an unfulfilled intention on respondent's part to extend its business to ice cream did not entitle it to an injunction against one who anticipated its plans, in the use of the name 'Borden's' on ice cream."

An authoritative decision on the points which our correspondent raises can be had only from the courts, but judging from a brief examination of the precedents there would seem to be plenty of sea-room left for counsel to manoeuvre in. — [Ed. PRINTERS' INK.]

Prices Down to Bedrock, Tool Maker Advertises

The Warner & Swasey Co., Cleveland, manufacturer of machine tools, in its business-paper advertising last week published the peak prices and the present-day prices for its turret lathes. The company states that it has carefully analyzed future labor and raw material costs and has brought its prices down so that there can be no further reduction.

"We'll close up before we'll sacrifice the quality by which Warner & Swasey machines have been known for forty-two years," said the advertisement.

"No 'war baby' machine—no war-racked machine at scrap prices can equal your investment in real machinery. They can't produce and can't hold their accuracy. You lose many times the bargain price every year in lessened output and mounting repair bills."

In explanation of the advertisement D. S. McElroy of The Warner & Swasey Co. tells *PRINTERS' INK*:

"We believe the first necessity for the machine-tool maker is to increase the confidence of the buyer in his product, in his price and in his ability to stay in business. It probably would be well for many of the other machine-tool companies to analyze their business and their future and then to tell the world when they have gotten down to bedrock prices. The automobile business at the present time is unsettled because the buyer does not know whether or not he can save money by buying now or waiting a while longer. The machine-tool world and the equipment user should settle among themselves this same question and until that is done there cannot be a large increase in the buying of equipment, excepting on the part of those buyers who will purchase from the makers who are forced to liquidate at any cost."

Kindliness to Horses, an Advertising Asset

"Have you been on Cedar Hill with a load of coal yet?" asked Peggie of her teammate Little Jack.

"Yes, yesterday!"

"Did they give you a hitch?"

"Yes, they hooked on some kind of a darned green thing with a man astride of it and yanked 'us up the hill like a house afire."

"What in the name of common sense is that thing?"

"The Lord only knows, but, great scott, how it can pull! Listen! I loaded all the way up the hill to see it get stuck, but it never did stop."

"I don't know what it is, but judging by its breath it must be full of this thing they call Hooch or Raisin Jack."

That is the "horse talk" alleged to have been heard by the Barn Cat and printed in advertisements of The City Ice and Fuel Co. of Cleveland, calling attention to the humane treatment of its horses by the use of tractors to assist them up steep inclines.

Joins Chicago Staff of Erwin, Wasey & Co.

Roy Dickey has joined the copy staff of Erwin, Wasey & Co., Chicago advertising agency. Mr. Dickey was formerly with Critchfield & Company and Henri Hurst & McDonald, Chicago advertising agencies, and has been most recently with the Chicago office of Green, Fulton & Cunningham, Inc., Detroit agency.

Standard Eight Account for Detroit Agency

Brotherton-Knoble Company, Detroit advertising agency, has secured the account of the Standard Motor Car Company, Pittsburgh, manufacturer of the Standard Eight. Newspapers, national magazines and trade publications will be used.

 NUMBER NINE OF A SERIES

M. Steinert & Sons—

*an impressive participant
in the Boston American's*

8 months of achievement

M. Steinert & Sons, New England agents for the Steinway and other pianos, was another advertiser to join the ranks of regular users of the BOSTON AMERICAN in the last eight months.

Results have been so unusual that Mr. Alexander Steinert, the general manager, wrote an article which is one of the most remarkable tributes ever paid a newspaper. Copy sent on request.

A Remarkable 3-Cent Evening Newspaper

BOSTON AMERICAN

40 LANE STREET EVENING CIRCULATION 100,000 COPY 10¢ NEW ENGLAND

Research and Promotion Departments at Service of Advertisers

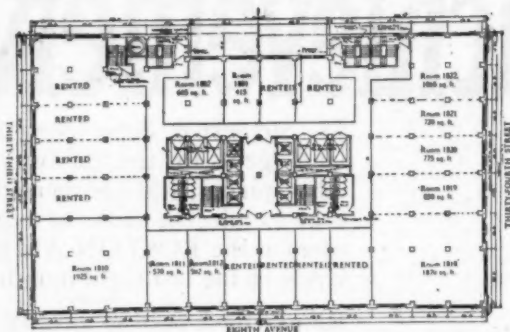
Once More

Two weeks ago we let it be known through the advertising pages of Printers' Ink that the 18th floor of the

Printing Crafts Building Eighth Ave., 33rd to 34th Sts.

was available for immediate rental.

Much of this space has now been taken. What is left is shown in this floor plan:



If you are looking for office space in a fine, modern, fireproof building, apply to

PRINTING CRAFTS BUILDING

HERBERT DONGAN
Superintendent on Premises

461 Eighth Avenue, New York City

Telephone Longacre 7705

Railroads Find Advertising Angle for Freight Facilities

Three Lines Issue Booklets Exploiting the Handling of Less Than Carload Shipments

By J. G. Condon

THE old tradition that railroads seldom, if ever, advertise their freight facilities has received a hard jolt recently in some interesting booklets issued by three Eastern railroads. It is an interesting coincidence that each of the lines—the Pennsylvania, the Lehigh Valley and the New York, New Haven & Hartford—seized upon the same angle of its freight-carrying service, the handling of the smaller shipments which do not amount to a carload, to exploit and call to the attention of business men.

The Pennsylvania really has issued two booklets. One is highly technical, entitled, "Service Chart," and is a guide for the industrial traffic man with less than carload business. These guides have been issued for all the important traffic producing centres, are uniquely illustrated with diagrams revealing the best way to get expeditious service under the Pennsylvania's "sailing day" plan for handling LCL freight and are calculated to appeal strongly to those responsible for shipments moving promptly.

The second book actually is an advertisement for the Service Chart. It is called "Information for the Public," and explains the departure in freight handling methods outlined in the other pamphlet after this fashion:

"Freight cars which are loaded by shippers at their plants with miscellaneous less carload shipments are known as 'Ferry' or 'trap' cars. Prior to the inauguration of the above plan this freight was loaded indiscriminately, shipments destined to Eastern points, for instance, being loaded in the same car with miscellaneous shipments destined to Western points or Southern points. This indiscriminate load-

ing made it necessary to move cars to adjacent freight stations or nearby transfers, where the cars had to be unloaded, the shipments sorted and then reloaded either to more distant transfer points or destinations."

"By using the new Loading Guide," says the booklet, "the shippers can readily ascertain the proper transfer to which their shipments should be loaded in order to secure the best possible service. With this information they are able to assemble their shipments and so regulate their loading that the car can be forwarded to proper transfer which will accord the best service. This direct loading greatly reduces the handling of the shipments at intermediate points and eliminates the delay previously experienced by the indiscriminate loading."

"A feature of prime importance is that shippers have found that the simplicity of the guide renders its use general throughout their loading departments. Moreover, shippers also find that it is advantageous to them to hold their shipments several days, and thus assemble a load for a proper transfer, because of the improved service that accrues by such arrangement, in that the shipments reach destination more promptly when compared with the old plan."

TESTIMONIALS FOR RAILROAD ADVERTISING

Lest these advantages be taken only at their face value and discounted, perhaps, as the mere blurbs of enthusiastic traffic men, the Pennsylvania booklet proceeds to set a precedent by naming actual shippers who are using its Loading Guides and quotes what they say on the subject. For instance, the Manager of the

New Brighton, Pa., plant of the Standard Sanitary Manufacturing Company tells just how he uses the system; so does the Division Freight Agent of the American Steel and Wire Company at Cleveland, the Traffic Manager of the Larkin Company at Buffalo, the Manager of the Traffic Department of the Republic Stamping and Enameling Company at Canton, O., and a score of others.

The Lehigh Valley circular is catchily entitled "10,000 Shipments Handled Every 24 Hours," and is a description of the freight consolidation plant of that railroad at Manchester, N. Y. It is illustrated not only with photographs and a map, but these are ingeniously hooked up with a diagram showing the service rendered by the Lehigh Valley east and west, by through cars it operates for the handling of less than carload merchandise from the Manchester platforms.

Its benefits to shippers are described thus:

"It gives the less than carload freight the same fast service given carloads. By making direct destination cars it reduces the number of transfers, thus practically eliminating the chance of loss, damage, pilferage or delay. It lowers the cost of cartage at delivery point by permitting a shipper to receive his freight from various points in one car. It is the only transfer so located, for instance, as to permit a consignee to buy goods in New York, Newark, Philadelphia, Boston, New Haven, Providence or Portland, Me., and have them reach destination from one transfer."

The booklet also contains a map of New York Harbor with the various facilities of the Lehigh Valley pointed out in unmistakable fashion.

The New Haven's contribution to less than carload shipment literature is a small, attractive booklet, called "Facts of Interest Concerning Operation of Cedar Hill Yard and Transfer."

The booklet contains not only a map of the New Haven system, but also a detailed map of the

Cedar Hill development, showing the yard layout, transfer platforms, roundhouses and the like. Also there are numerous illustrations giving views of the terminal in actual operation.

These three booklets are an interesting commentary on modern-day railroad advertising. They make no pretense of being anything more than simple, but important information for business men, but each reveals excellent advertising thought in its preparation.

"Serve or Starve"—a Slogan to Think About

THE BLACK & DECKER MFG. CO.
BALTIMORE, MD., Feb. 10, 1922.

Editor of PRINTERS' INK:

You may be interested to know that we consider PRINTERS' INK one of the most valuable publications that we receive. All of us read it most carefully and there is hardly an issue that is published that we do not get some good ideas from.

As a matter of fact, it has become the regular thing for me to get out of bed anytime between 11 P. M. and 2 A. M. to answer the telephone and find that it is Mr. Black on the other end of the wire and that he has just read some particular item in PRINTERS' INK which is specially applicable to our business.

This happens so frequently that I have made it a point to drop everything when PRINTERS' INK comes in and read it from cover to cover so as "to beat him to it."

We were particularly interested in the editorial in your February 9 issue, entitled "Service—Regardless." The idea of service, both personal and mechanical, seems to be considered as offering the greatest possibility for business improvement and there is not much doubt that the slogan this year should contain the service thought.

We have been considering this very carefully and have adopted a slogan which may fill the bill:

"SERVE OR STARVE"

You can't get around it. It does not convey the beautiful picture of sunny California in the summer, nor a Florida orange grove in the winter. It does "carry a punch," however, which is straight from the shoulder and the more you see it the more it means. It cannot be refuted or tampered with. It means what it says and it says what it means.

Attached is a card which we have gotten up for this slogan. It seems as though it were high time that a really forceful slogan having to do with service was started and spread broadcast.

THE BLACK & DECKER MFG. CO.,
G. W. BROGAN.



Year after year *Vogue carries the greatest volume of School Advertising*

IN 1921, as in the preceding years, Vogue's School lineage was the greatest carried by any monthly, weekly, class, mass or fashion magazine.

School advertisers depend upon the direct returns from their advertising for their enrollments.

That these school advertisers return year after year to Vogue an ever-increasing volume of school advertising means but one thing—that this advertising, directed solely at the class reader, produces results.

Let Vogue do for you what it does for school advertisers. Let it take your product to people who are able to buy, who want to buy and who are accustomed to buy every kind of quality merchandise.

VOGUE

19 West 44th Street, New York City

70,000 Men

WITHIN the last seven weeks Detroit has re-employed 70,000 men. This is the greatest increase made in three years in re-employment. Men working—men going back to work—these things are the sure indices of a city's hustling back to normal days.

That's Detroit

To reach the best of this great market of a million people—to actually cover Detroit's buying power, an advertiser has no other sensible recourse than to use The Detroit Free Press.

*Every person in Detroit worth while
reads The Free Press*

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN, Inc.
Foreign Representatives

New York Chicago Detroit San Francisco

Just What Can a "Merchandising Department" Accomplish?

Growing Importance of a Separate Unit, in Agencies and Advertising Departments, to Cover the Great Outside Field of Jobber, Dealer and Consumer Facts

By A. L. Townsend

THE advertising department was ready to make its recommendations for the new schedule. Great formality surrounded the official procedure. Officials of the company were present in goodly number.

"Gentlemen," said one member of the advertising department, "we have something new to offer you; something entirely apart from our copy, plan and pictorial feature activities. Two months ago we put in a merchandising department."

The announcement brought no great flutter of excitement. The sales manager smiled.

"For a month," the speaker announced, "we have had three men out on the road, studying conditions. We have prepared a fifty-page report of their findings. It is of the most valuable character. Do you know, for example, that our No. 6 Electric Hair Curler is not selling because the handle is too large for the average woman's hand, and, furthermore, that there are numerous complaints about short-circuiting? This article burns out and is difficult to repair. We must concentrate our advertising of it on a new model, with a smaller handle and a corrected connection."

The sales manager interrupted.

"No change can be made in the curler as now manufactured," he said. "The mechanical department has been all over this. The handle is scientifically constructed. That much space is required for our patented appliance. As for the burning-out trouble—this will always happen until women learn how to manipulate these electrical appliances, particularly curlers. We have been all over the situation and have known the existing troubles for more than a year. It

is by educating the man who sells the curler that the fault can and must be corrected. He should be more explicit in his instructions to the consumer. The directions that go with the product should be rewritten in a more vigorous manner. But we can't and should not change the size of the curler."

FUTILITY OF A SUPERFICIAL INQUIRY

Finally the "merchandising report" was read aloud to that exacting audience.

It seemed to make no great impression. The sales manager was an iceberg. It was all he could do to keep from laughing aloud, and he held his hand over his mouth to conceal his merriment.

The advertising department was incensed.

"We appreciate," said the sales manager, "that you folks have been to a lot of trouble in collecting this information and have been quite serious in setting about it. Your intentions are entirely commendable. But you make a common error; one that is made by many so-called 'merchandising departments': you collect the obvious. Your deductions are of the surface variety."

"Do you suppose, for one instant, that the sales force has not covered this ground and in a more exhaustive manner than your department, with its limited number of field agents, could possibly do? The sales department is at work on this sort of thing twelve months in the year. It never stops."

"That is one of the functions of the sales force. We could not continue in business if certain questions were unknown to us. We have carefully tabulated charts to indicate just how our own goods are selling, in what territorial

volume and why. We have the same information regarding competitive lines. If a certain line is easing up, we can come pretty near telling the reason.

"Salesmen who go out from this house are information getters, trained by long experience. Their reports are exhaustive because we have men, not in a restricted community, but in every State. They come in constant daily contact with dealer and jobber. The wholesaler is only too glad to keep us informed. He would rather report trouble and complaints than otherwise. It is the same with the dealer and the jobber. If anything is going wrong, they are the first to get the wires busy.

"This department has its own research unit, and its own secret agents, who secure information that comes to them, untainted by prejudice or personal interest. Your report, as just read, is interesting. It is essentially true. Here and there statements are made that will not bear investigation and analysis, because the territory covered is not large enough. But we could add 500 pages to that document, of facts that you have not touched upon at all.

SEASONED ADVICE FROM SALES DEPARTMENT

"A research and merchandising department, as related to advertising, is expedient. It is more necessary now than ever, but I do believe that advertising men stand in need of coaching. They cover unnecessary ground. They collect, as I have said, the utterly obvious. It seems to be assumed that the average manufacturer knows absolutely nothing about his own business. He is asleep at the switch.

"A friend of mine, sales manager for a house manufacturing medicinal and toilet articles, was approached by an advertising man soliciting the account. He made a true statement, did this advertising man; he said that the modern advertising agent had a far more important function than the mere putting together of the physical attributes and expressions of

advertising. The actual advertisement, with its copy and illustrations, as it appeared in magazine or newspaper; the buying of space, the selecting of mediums, etc., were all secondary to a sound understanding of the merchandising end.

"He said that his organization spent far more time, out in the sales field, examining markets and goods and competitive lines, than in building a campaign of twenty pieces for national advertising. It was the boast of this agency that it had a set form of approach when soliciting an account.

"It said to the manufacturer: 'We will not submit a plan, we will not draw up elaborate illustrations, we will not map out a campaign, until we have spent as much time as we think is necessary to study your business, internally and externally. Before we can write a line of copy or draw a single illustration, we must see how business conditions stand. Your product might not be right as now put out. It might have the wrong name or the wrong label. It may be that you will have to discard a certain product and create an entirely new one to fill a popular or peculiar market.

"In other words, we do not assume to know enough about your business, coming in cold, to start advertising it immediately. First must come intimate knowledge of every phase of the problem. Then we can talk the actual advertising.'

"This always makes a hit with the advertiser. It has the right ring and it is certainly founded on common sense. My only fear is that the methods employed to secure the information that should precede the preparation of an advertising schedule are not always as substantial and thorough as these men themselves believe. In any event, a frank and open round-table discussion is in order.

"For my part, I believe that a closer relationship between the advertising department and the sales department is the true and logical answer to the question. If information is wanted, you will find it

"Blame you anyway I'm reading it."

Just to enable a certain advertising agent to inspect National Petroleum News, we have mailed the recent issues to his home address. The kick-back was unexpected.

"Blame you, anyway," he protests—"I'm getting the habit of reading it. You'll be making me an oil man in spite of myself. I take off my hat to your editors."

Members A. B. C. and A. B. P.

District Offices:

TULSA, OKLA., 408 Cosden Bldg.
NEW YORK, 342 Madison Ave.
CHICAGO, 432 Conway Bldg.
HOUSTON, TEXAS,
614 Beatty Bldg.

NATIONAL PETROLEUM NEWS

812 Huron Road

Cleveland, Ohio



For more than fifty years the **Family Herald and Weekly Star** has attracted the solid, stable, sanely progressive type of farmer. Ninety per cent. of our readers own their land and homes. They do not live from hand to mouth. They do not get panicky when prices ease off; neither do they "splurge" in times of prosperity. They spend steadily and wisely on farm, home and personal equipment of merit and utility.

The New Canadian Census

**points the way to
broader markets
and bigger business**

CENSUS RETURNS from the urban communities of Canada show that in 1921 only 33 per cent. of the population live in cities of 10,000 or over, of which there are 50.

ARE you overlooking the 67 per cent. market? Filling in the gaps between the urban centres are more than 20,000 towns and villages and 700,000 farms, forming a continuous chain from the Atlantic to the Pacific. Here is by far the richest market in this thriving country—not only for farm equipment but for identically the same goods that are being oversold in the cities.

For example, the national survey of Canadian farmers conducted by the **Family Herald and Weekly Star** reveals some startling figures. More than 25,000 subscribers are in the market for automobiles, 29,500 for modern bathtubs, 12,000 for electric irons, 12,200 for alarm clocks, 17,900 for kitchen cabinets, 12,600 for pianos, 9,300 for refrigerators, 7,750 for vacuum cleaners, 6,200 for typewriters, 12,200 for power washing machines.

Exclusive information of this kind covering a wide range of products suited to Canadian farms and farm homes is available on request. Write for **FARM SURVEY BULLETIN No. 1**, containing a comprehensive report on what readers of the **Family Herald and Weekly Star** will buy.

Family Herald and Weekly Star

Canada's National Farm Journal

Established 1870

MONTREAL

CANADA

165 St. James Street

BRANCH OFFICES

New York

Chicago

Toronto

Winnipeg

London, England

somewhere near the sales department and its men. I am assuming that the sales manager is a competent one.

"That some sales departments require analysis themselves is not to be denied, and the outsider's viewpoint is invariably valuable, up to a certain point.

"The solicitation of this advertising man impressed my sales manager friend to such an extent that an old and valued advertising relationship stood in danger. The foundation had been shaken.

"The report of the investigation of the merchandising department was finally turned in. I have read it. Facts there were, but every one of them was already known to the advertiser and to his sales manager. It is amazingly easy to write fifty pages of the commonplace. Anyone can go out and ask a druggist how this product or that is selling. Anyone can ask Mrs. Brown to give her opinion of a certain article, widely distributed and advertised.

"But I fear the duties, the real mission of a merchandising department, as related to advertising, is deeper than this, and may be secured in no hasty, restricted manner.

"There is nothing more dangerous to anyone than half-knowledge. In the case of my sales manager friend, a part of the merchandising report was to the effect that the dental paste, in a tube, put out by the company, was not selling because it had the wrong advertising angle. The campaign used had stressed diseases of the gums. When a hundred consumers were approached on the subject, they were almost unanimous in stating that they did not care for this product because of its 'medicinal taste.' Children, for example, would not use it unless forced to do so. A change in the advertising policy was one of the urgent recommendations.

"The company was strongly tempted to accept this advice. The argument sounded convincing, logical. But the advertising manager would not hear of it. It was his contention that the advertising was absolutely correct, but

that another six months of pounding away would be required before sales would be influenced.

"In this company's own case, at least, no change was necessary or advisable. A superficial, local investigation was actually misleading.

"Facts are valuable, but one must have all the facts, not a handful of them. The opinion of the buying public in one town, in one State, may not be indicative of the trend in the entire country.

"I, for one, want to encourage the merchandising work that is being attempted by advertising men. It is a step in the right direction. In no other way can advertising go about its work with basic understanding. You can't advertise a product until you know all about it, how it is selling and how like products are selling, but beware of the half-baked merchandising department. It is a snare and a delusion.

"I had cause to look into one of these departments not long since. I found that it consisted of four people, and not a salary was higher than \$75 a month. Analytical brains can't be bought in the open market at any such figure. Four people, I believe, cannot perform this exacting work thoroughly and at the same time keep pace with rapidly changing conditions.

A MERCHANDISING DEPARTMENT THAT FUNCTIONED

"The merchandising department, as affiliated with and a logical part of advertising service, can perform a genuine miracle by getting at the unobvious phases of a product and its sales. Here is what I would call an example of this:

"A manufacturer put out a very good breakfast cereal. It sold in top-notch fashion for one year. Then sales began to dwindle. Its own sales department, after investigation, reported that this was due to the flood of new cereals on the market. There were entirely too many and sales were thinned out, too widely distributed.

"But this was not the real reason. An advertising agency, at

the expiration of three months of study, covering twenty States, found that two causes were bringing about the disintegration of the business: dealers had been constantly oversold. Where a small grocer should have been sold two cases, he was sold ten, and so on up and down the line. What was the consequence? A certain volume of packages was kept too long in stock before they were moved and weevils got into them.

Women stopped buying the moment they discovered them in a box. The sales department had not discovered the real reason, because of a sort of selfishness. No salesman was willing to cut down his own sales. Dealers had not gone very deeply into the weevil complaints—there is always a certain inevitable number of them.

"And the second reason—a container lacking in individuality.

"The investigation department deserves support, but it can be no superficial growth, no mere sapping in the forest, no high-sounding name, to cover a weak service. It must be a real institution, headed by high-priced talent and conducted along thoroughly modern lines."

Polish Government Rules on Samples and Catalogues

Samples of textiles will be admitted into Poland free of duty, provided they do not exceed in size 16 by 10 centimeters. Exceeding this size, however, they will be admitted free of duty only if so cut or perforated as to be unfit for use.

Another order of the Polish Government provides that catalogues, price lists, and circular letters of foreign firms, whether printed in one or more colors, bound or unbound, arriving by post or with consignments of goods, for advertising purposes, will be admitted free of duty, if the number does not exceed five with each consignment, and provided that they are used by the addressee only.

It Was "The Furniture Worker" That Was Sold

As stated in PRINTERS' INK of February 16, *The Furniture Worker* has been purchased by The Trade Periodical Co., Chicago. The *Furniture Journal*, mentioned in the heading of the item above referred to, is published by The Trade Periodical Co. and its ownership remains unchanged.

Belting Exchange to Consider Advertising

The Leather Belting Exchange has appointed a publicity committee to consider an advertising campaign. The members of the committee are: Louis N. Army, secretary, Leather Belting Exchange, Philadelphia; R. F. Jones, research engineer, Leather Belting Exchange Foundation, Sibley College, Cornell University; J. R. Hopkins, advertising manager, Chicago Belting Company, Chicago; C. D. Drayton, assistant sales manager, Graton & Knight, Worcester, Mass.; Arthur Rahmann, Geo. Rahmann & Co., New York; Geo. Rhoads, chairman, J. E. Rhoads & Sons, Philadelphia, and J. Maxwell Carrere, sales promotion manager, Chas. A. Schieren Company, New York.

New Sporting Publication

The first number of *Sporting Life*, which is announced as the official publication of the National Sporting Writers' Association, is scheduled to be issued from Philadelphia March 16. Herbert A. Smith, president of the Franklin Advertising Service, Inc., Philadelphia, is secretary and advertising manager of the new publication, which is to be issued weekly.

Newark, N. J. "Ledger" An "All-Day Paper"

The Newark, N. J., *Ledger*, which has been a morning newspaper, has become an all-day newspaper. In announcing this change the publisher says that by the term "all-day paper" is meant that the *Ledger* is "one paper all day, having various editions, and is not a morning and afternoon newspaper."

George B. Donnelly Represents Newspapers

George B. Donnelly, for many years on the advertising staff of the Philadelphia *Record*, has gone into business with his son as representative for advertising for fifteen newspapers, all of which are published in Chester, Delaware, Montgomery and Bucks counties, Pennsylvania.

Ferry-Hanly Have Prophytol Account

The advertising account of the Prophytol Manufacturing Company, New Orleans, manufacturer of tooth paste and other toilet preparations, has been obtained by the New Orleans office of the Ferry-Hanly Advertising Company.

Wrigley Profits in 1921

The William Wrigley, Jr., Company, Chicago, in its annual report for the year ended December 31, 1921, shows net profits, after federal taxes, of \$3,710,677, against \$3,325,867 in 1920.

200,000
 — guaranteed!
 with pro rata refund
 — the largest
 circulation in
 the class field

Life
 — the Mass of Class
 medium



In the College Clubs

66% of the graduate
 members of The
 Alpha Delta Phi fratern-
 ity read Life regularly.

Fuller

CHARTER MEMBER AMERICAN ASSOCIATION OF ADVERTISING MANAGERS

ADVERTISING

ONE of the outstanding features of the present business situation is the great opportunity it offering Advertising Management.

One can hardly say in 1922, "How couldn't help making money—everybody was doing it", or "They have a monopoly", or "Wait till their patents expire".

In this year of grace almost all patents to success have expired save one—the good old-fashioned patent built on brains, hustle, enthusiasm, ideas and hard work.

Management has had some hard lessons to learn in regard to the proper financing of its operations, the elimination of wastes, and the oppor-

Smith

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

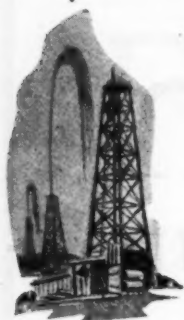
CLEVELAND

feature importance of budgets. But these
situations are not enough to maintain a
offering and growing business.

management must know when and
2, "How to reach out for new business
—every much as when and how to curtail
y have expenses.

l that in that up-building process, it will
overlook advertising's part in
most a development of great industries
ed save in small beginnings.

patent those believing, as we do, in
usiasm opportunity of the present for
management to prove its worth
e have win new rewards, Fuller &
to that offers a complete advertising
ration vice which we shall welcome
and the opportunity to explain.



Always Active

PICK OUT any month, any season, any day in the year, and you will find *active* business conditions in Shreveport. A singular city in this respect. Always on the go! If lumber has a temporary set-back, oil is sure to have a spurt. If oil operations quiet down, there's agriculture to step in and fill the breach. That's the advantage of having *many* sources of trade and prosperity, and of not being dependent upon *any one*.

Treat Shreveport as a hundred-thousand city, for that's the way Shreveport will treat you!

Include Shreveport in your campaign of the South. It is the undisputed metropolis of one of the most active and prosperous trade sections in the United States today: North Louisiana, South Arkansas, East Texas—the *Shreveport field*.

The Shreveport Times

Published Every Morning in the Year

ROBT. EWING, Publisher

JOHN D. EWING, Asso. Publisher

S. C. BECKWITH SPECIAL AGENCY, *New York Representatives*
JOHN M. BRANHAM COMPANY, *Chicago Representatives*

Banker Tells How Advertising Can Bring Profits in 1922

Will Have Real Opportunity with Near Completion of Liquidation, Declares Detroit Financier

An Interview by G. A. Nichols with

John W. Staley

President, The Peoples State Bank, Detroit

UP to the time the Liberty Loans were put over in Detroit—and it is a matter of record that Detroit handled its proportion of the various issues with remarkable quickness—John W. Staley, president of the Peoples State Bank of that city, was inclined to have a rather reactionary attitude toward advertising. This was caused, as he now admits, by his lack of intimate acquaintance with that essential business-getting force. To him the word "advertising" was rather an academic term with which he, as president of Detroit's biggest financial institution, had not yet formed a working association.

Mr. Staley was one of the directors of the Liberty Loan campaign and as such had an opportunity to see advertising function in pursuance of a definite end. He immediately became a convert to advertising as a many-sided business-making force. Today Mr. Staley is an enthusiastic advocate of advertising, although he modestly admitted to a PRINTERS' INK representative in Detroit the other day that "I don't know much about it but am basing my estimate upon the things I know it has done."

Mr. Staley cordially agreed with the views recently expressed in PRINTERS' INK by Festus Wade, F. O. Watts and other bank officials, that the banker should encourage advertising at all times, particularly now.

"And of course this is exactly what the average banker does," he added. "It is absurd to suppose anything else. This would be a small-bore institution indeed if we took it upon ourselves to examine and censor the advertising plans of our borrowers. Such

a policy would add prohibitively to our overhead expense for one thing and would be mischievous and meddlesome for another. If a man establishes himself here as a desirable credit risk we regard him as being the best judge as to the amount of advertising he should or should not do. Why, if we insisted on digging into our customer's business and attempting to dictate details we should have to have a much larger working force. A bank, you know, has to look out for overhead the same as any other kind of institution."

All of which makes interesting and encouraging reading for those who realize that advertising is now going through the process of being born again, that at last it can prove its achievements instead of having them taken on faith—as has been the case before, and that those achievements within the next year or two are going to be surprisingly great.

MUST KEEP LAMPS TRIMMED AND BURNING

But Mr. Staley advanced another thought even of more timely importance and one that ought to prove a good tonic to every concern that is at this time pursuing a timid policy in advertising. He said it was of first-hand importance that every institution should keep its business-getting forces intact and strong because, in his estimation, the year 1922 will be a time of profit-getting.

Mr. Staley advanced this optimistic theory at a meeting of Detroit business men held in the office of Mayor Couzens. The meeting was called to make possible an exchange of views about what ought to be done to advance

the commercial interests of the city during the coming year.

"My ideas were not unanimously accepted," he said to **PRINTERS' INK**, "and they possibly will not be when you put them in print. But I honestly believe that much wrong psychology is being brought to bear on the business situation, including advertising.

"It is a common practice to base advertising and selling efforts on the idea that the situation is extremely critical and that the need of increasing sales volume is desperate.

"But is business really so bad after all? Take the situation here in Detroit. The quantity of merchandise sold during 1921 exceeds that of 1919 by a considerable margin. I think you will find conditions in other cities pretty much the same. The trouble has been and is right now not so much due to a failure to sell goods. It is brought about by a lack of profit-getting. Goods are being sold but nobody, speaking in a broad sense, is getting any profit. The profits have been eaten up by the necessity of liquidating contracts and inventories. I wonder if business men in general realize how nearly complete the latter process has become? With troublesome contracts and excess merchandise pretty much out of the way it seems that the track should be clear for the getting of profits.

"Now, then, by getting profits I do not mean returning prices to former heights or even necessarily adding to them at all. What I mean is that when the excess baggage is out of the way things can be planned on a definite basis. Manufacturers will know exactly what their products cost and how much should be received for them. Then advertising can do its part in increasing volume and multiplying turnover, with the inevitable result that profits will begin to creep up."

Mr. Staley illustrated his point by referring to the experiences of the Packard Motor Car Company in marketing its new six-cylinder car—an experience which he be-

lieves should be an inspiration to every manufacturer in America who now is wrestling with the more than difficult problem of getting his prices and selling methods reduced to a basis where people's buying resistance could be broken down and at the same time a profit gained.

PACKARD TAKES THE ACTION REQUIRED

Of the quality and performing power of the new Packard six there was little if any doubt in the minds of prospective buyers. The name of Packard had so long been synonymous with high-grade motor-car construction that there was no argument along that line at all. Everybody who knew anything about automobiles referred to the Packard twin six in terms of admiration or of at least respect. The twin six sold readily—to people who could afford to buy that type of car.

But despite the high regard which was automatically given the new six, it did not sell in sufficient volume. The price was reduced to \$2,950. Still it did not sell satisfactorily. Now the price is down to \$2,350 and it is selling.

What was the obstacle encountered by this Packard car? Very plainly it was a case of being too far outside the accepted price classifications of automobiles. People now are thinking in terms of not a great deal more than \$2,000 when they consider a six-cylinder automobile.

"Just consider what a great thing the Packard company has done," said Mr. Staley. "It knows exactly how much it must pay to make one of these new sixes. It knows how much the selling cost will be. And, most important of all, it has ascertained the price at which the people will be willing to buy. All this cleared up, the company's course is clear. It can increase its sales volume on the new car to a point that will in the aggregate yield a fair profit."

Mr. Staley's remarks concerning the new Packard pricing policy were repeated by the **PRINTERS' INK** representative to a prominent

Picking the Good Grocers for You



The live, responsive grocers have been carefully selected by hundreds of jobbers' salesmen who call on these grocers every week and know them by their first names.

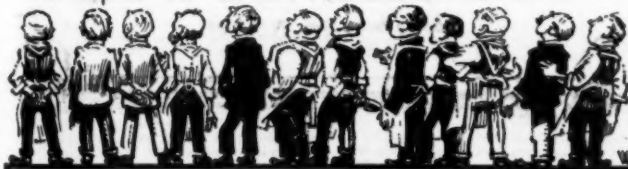
Each of these grocers gets a copy of **THE PROGRESSIVE GROCER** every month. The subscription price of \$1.00 is paid by the jobber and it is up to the salesmen to check up all the time to make sure that the grocer reads the magazine.

There is no other list like it. In addition to the carefully selected retailers it includes every wholesale grocer and the leading food brokers—a guaranteed circulation of 50,000 copies a month.

For the first time in the history of the grocery business you can reach these 50,000 grocers, jobbers and brokers through one publication—and at a low rate.

The **PROGRESSIVE** GROCER

Published monthly by
THE BUTTERICK PUBLISHING COMPANY
Trade Division
 709 Sixth Avenue, New York





IDEAL WORK can only be produced under conditions which favor the production of a quality product."

The GRAND RAPIDS SHOW CASE COMPANY practice this belief in their catalogue:

First, by describing the ideal working conditions in their factory.

Second, by using DEJONGE Art Mat for their catalogue. The result—a book that stands out among catalogues, eloquent in its distinction.

DEJONGE Art Mat, the dull-coated paper with a finish like ivory, presents photographs faithfully. It slights no detail. It lends itself completely to artistic make-up and thoughtful printing. Uniform throughout the run on both sides of the sheet, it is as satisfying for the printer to work on, as it is delightful for the reader to see and to touch.

Send for "First Impressions." It shows you the good printing qualities of DeJonge Art Mat

LOUIS DEJONGE & CO.

69-73 Duane Street New York

Detroit manufacturer who, for obvious reasons, must be quoted here anonymously. This man, highly praising the Packard company for its courageous action, declared his belief that the new car was selling at a loss, present volume considered, but that this could be turned into a profit as the turnover was increased.

"Here," he said, "is where advertising will have a chance to show how it can be an actual profit producer. Volume makes all the difference in the world. An article that shows only a nominal net return or none at all quickly gets into the satisfactory profit class when its sales are multiplied."

Thus we have the judgment of two experts, banking and manufacturing.

"Liquidation is still in progress," Mr. Staley said, "but the greater part of it in many lines has been done. Considering this fact as well as the increasing number of wise merchandising applications such as that of the Packard makes me believe that the last three-quarters of 1922 will register satisfactorily in the way of profits. Increased selling efficiency will bring it even though prices are lower."

Interests Publishers Have in Common

"All classes of publishers are laborers on the same structure—and there should be the same co-ordination between the different groups of publications as there is between the craftsmen engaged in the erection of a building," said Jesse H. Neal, executive secretary of The Associated Business Papers, Inc., addressing the Inland Daily Press Association at Chicago last week. "Newspapers, business papers, and periodicals all have their special and peculiar functions in disseminating information and in keeping open the great intercommunicating highways of intelligence, which, more than any other instrumentality, are responsible for our national unity of ideals, thought and action."

"The things which hurt or help the trade and technical papers, also affect newspapers. We all use the same kind of materials, the same kind of machinery and the same kind of labor. Fundamentally we perform the same kind of work, and each of us has just two things to sell, subscriptions and advertising space."

Fred Mann Rises to Testify

THE WHITEHEAD & HOAG CO.

CHICAGO, ILL., Feb. 20, 1922.

Editor of PRINTERS' INK:

Again have I had it brought home to me how much PRINTERS' INK has done to advance advertising and advertising men. At the meeting of the Advertising Council of the Chicago Association of Commerce, Fred Mann, famous merchant of Devils Lake, N. D., who did a \$600,000 business last year in a town of 5,100 people, told the interesting story of how he started in business.

Among other things, he stated that a local newspaper man in his town had sold him on advertising at the beginning of his business career. This newspaper man loaned him a copy of PRINTERS' INK and in fact handed it to him every week to read, stating that a business and advertising education was contained in its pages. The point is that Mr. Mann read what others had done and were doing and adapted these ideas to his own business.

The room was well filled with out-of-town merchants and advertising men and it occurred to me, as I sat there, that a great many of the men gathered there could also honestly state that many of the most valuable things they had learned regarding advertising had been gleaned from the columns of PRINTERS' INK.

The only persons in any way connected with advertising whom I have heard object to PRINTERS' INK are wives.
S. S. HEWITT.

Shoe Dealer Advertises "We'll Fit Your Shoes at Home"

Mahlon D. Haines, head of the Haines Company, which has twenty-six shoe stores in Pennsylvania, Maryland and Virginia, has struck upon a novel method of advertising and extending the radius of his customer territory. His "store" in Media, Pa., is mounted on a Ford chassis, has specially constructed glass sides, with an aisle down the centre and an entrance at the rear. The slogan of this "store" is, "We'll Fit Your Shoes at Home."

Pittsburgh Advertising Women Organize Club

The advertising women of Pittsburgh have organized the Women's Advertising Club of Pittsburgh with the following officers: Miss Madelon R. Wildberg, president; Miss Margaret Fleming, vice-president; Miss Rebecca Howard, corresponding secretary; Mrs. Ardis Jones Blenko, recording secretary, and Miss Bernice Taylor, treasurer.

Sales Manager for Carlisle Tires

Charles Hughes Connelly, formerly Western sales manager of the Miller Rubber Company, has been appointed general sales manager of the Carlisle Tire Corporation, Stamford, Conn.

Savings Banks Use Advertising Co-operatively

A Newspaper Drive Causes an Increase in Deposits in New Hampshire

By James M. Mosely

WHEN John J. Averagefellow faces a lay-off, he knows that he and his family must continue to eat, sleep and be clothed, even though the customary pay envelope for a time isn't going to arrive on Saturday noon. Consequently saving money will be out of the question. Even though he was thrifty while earning, he is forced to discontinue putting something away.

If there are enough others in his town like him, his savings institution does not make its previous strides in deposits. Then it cannot go on enlarging its purchases of bonds and other securities, at a time when their sale is most vital, since it provides capital, which in turn will make work available.

It was this condition which New Hampshire savings banks found existent last fall. Business conditions for a year or more had affected deposits. While the savings institutions did not in the aggregate lose deposits, yet the annual gain had materially decreased. In addition, the public in general did not seem to appreciate the real nature of the savings bank.

Although the New York savings banks have worked together in educating the public through advertising, attempts in the past in New England to get bankers together have been difficult because finance committees, in small communities especially, have looked on advertising only as an expense. The savings banks of Massachusetts have been working for years to launch a broad, educational campaign, but as yet have not pushed it under way. The New Hampshire savings banks, however, have been much more expeditious in getting started.

At the regular fall meeting of

the savings banks and savings departments of trust companies of the State, the Hon. James O. Lyford, chairman of the State bank commission, suggested the advisability of joint advertising. The institutions heartily approved the idea and appointed a committee to co-operate with the bank commissioners in working out details.

Attractive copy was prepared for a campaign to appear in newspapers in the State and to run for over three months. The expense was prorated among the banks according to their size. The advertising began early in November.

"Our idea is to bring before the people of New Hampshire the important facts regarding their own savings banks," said William S. Huntington, treasurer of the Merrimack County Savings Bank of Concord. "We desire to have it realized that not within twenty years has one of our banks failed and that, although general investments made the last few years show a shrinkage, a savings bank account is today payable in full.

A FACT LITTLE REALIZED

"Again, the fact is set forth that, if a person deposits regularly for twenty years and forms the habit, undoubtedly at the end of that time he will have more to his credit than if he had tried to follow the ups and downs of the stock market."

"Already in some localities surprising results have been obtained," Hon. James O. Lyford stated. "In launching this movement, we felt the expense of joint advertising would be less than if the banks advertised individually and the copy would be more distinctive. Some banks were advertising and some were not; yet,

The Autobiography of Henry Ford

We are pleased to announce
that in the May Number of
McCLURE'S MAGAZINE
we begin the publication
of the Autobiography of
Henry Ford.



McCLURE'S

EDITED BY S. S. McCLURE

NEW YORK

Established 1893

GOLFERS

MAGAZINE

The National Medium

It has *doubled its circulation* within the last six months when others were losing.

It has practically *doubled its advertising* within the same period when most others were having the fight of their lives to hold a substantial amount of their former lineage. "THERE IS NO SUBSTITUTE FOR CIRCULATION."

GOLFERS MAGAZINE IS A.B.C. Its subscription list is the "BLUE BOOK OF WEALTH IN AMERICA."

A Billion Dollars will be expended during 1922 in and for golf, and GOLFERS MAGAZINE is golf's chief exponent—the oldest, largest, and only A. B. C. publication in the field.

Page rate \$225 (45 cents per line). Type size 8¼ by 12.

GOLFERS MAGAZINE

Grand Boulevard at 48th Street, Chicago, Ill.

25 East 26th Street, New York, N. Y.

whatever helped one bank in a community by setting forth the advantages of savings institutions contributed to the growth of others in the same locality.

"It was also suggested that our savings institutions owed a duty to the public beyond the mere care of the money left with them to invest wisely. They should invite attention to themselves and their excellent record for two decades, and hold themselves out to their depositors as banks of service, to whom these depositors could come freely for business advice. If citizens desired to buy homes or to make investments, the savings institutions could be helpful to them.

"New Hampshire several years ago passed a blue-sky law for the protection of investors. Such State laws have their limitations and they cannot wholly protect the unwary who are frequently attracted to investments because they promise large returns. No better service, we felt, could be rendered than to show that safety of investment is more important than income.

"In addition, it was our experience that the savings depositor is almost invariably better off at the end of a period of years than the individual investor, because the former does not usually disturb his deposit except in case of necessity, while the income of the small investor must be spent for living expenses.

SAFER IN THE BANKS

"Still further, the fact that many people who are not savings bank depositors are victimized every year by promoters made it clear to us that there is yet a field for the savings banks to cultivate.

"Then it was felt that the importance of the savings institutions, with their more than \$147,000,000 deposits, to the industrial and agricultural interests of the State should be kept before the people. Regardless of what banks of other States have done, the savings institutions of New Hampshire continued all through

the war and since to loan money on real estate security at a rate not exceeding five per cent.

"This was done in spite of the opportunity afforded to invest in high-grade bonds such as the market offered to yield seven per cent and more. It seemed to us only right that the people of New Hampshire should know that their money in the savings banks was used for the good of the State, a fact which too few realized."

The copy contented itself with pounding over in unvarnished language the growth and safety of New Hampshire savings institutions and the benefits of preparing for the future by opening a savings account.

"More than half the population of the State have savings accounts," one piece of copy emphasizes. "If the total deposits today were divided equally among the people of New Hampshire, there would be \$328 for every man, woman and child in the State. Why not join the majority of the people of the State and have a savings bank account? Open a savings account this week and watch your savings grow."

Figures are quoted to show that there were 295,967 open accounts on June 30, 1921, and that total deposits grew from \$85,103,962.73 in 1910 to \$145,310,603.62 in 1921.

Another piece of copy is developed around a table which shows how much \$1 to \$10 a week becomes in from five to ten years. The table, incidentally, brings out that \$10 a week at four per cent interest in ten years amounts to \$6,353.90.

"It is not alone what you deposit in a savings bank each week, but the interest additions that swell your account," the copy adjures. "How few families there are in the State who could not afford to save from \$1 to \$10 a week. Open an account now in your nearest savings bank. The savings banks pay all taxes."

A third piece of copy under the heading "Look ahead" advises: "Provide for your future and that of your family. The best pro-

vision is a State savings deposit. Stocks, bonds and mortgages sometimes depreciate. A savings account pays dollar for dollar. The savings bank pays all taxes on deposits.

"Your money is ready for you any time. Your deposit constantly grows by dividend credits. What you save periodically you do not miss. In years to come you have provision for old age. In event of illness or misfortune, the savings bank is your refuge.

"Your town benefits by your deposit in New Hampshire savings banks. It receives no taxes on your deposit in savings banks of other States. Start a savings bank account at once. You will never regret it."

Aside from the good-will and better understanding brought about, the educational movement is considered by the State Bank Commissioners to have been an important factor in enabling the banks to show a substantial gain in deposits for the last several months.

\$2.50 for Every Call—Sale or No Sale

THE sales manager was going over the report sheets of the last few months with one of his men who was spending a week-end at the home office.

"Let's see, Jack," he said, "in November you reported ninety-nine calls and sold twenty-five. You earned \$250. In December you made seventy-five calls and sold eighteen, earning \$210. In January you made 123 calls, sold thirty-six and earned \$293. Been making as many calls as you could?"

"Well, I've been at it pretty hard. The trade is pretty tight, of course, and it doesn't pay to go after them too hard."

"But look here, Jack. Your own records show that you average a sale to every four calls. Let us divide your earnings by your calls. Figures around \$2.50 a call.

"Forget everything but that. Your records show you have averaged a profit to yourself of \$2.50 a call. Every time you make a call, even if it's a turn-down, say to yourself, 'I have just earned another \$2.50.'"

"After breakfast, say at 8:30, remind yourself that if you can get in an extra call before the usual time it will earn you \$2.50. Around 11:30 say to yourself, 'One more call before lunch means another \$2.50 for me.' Following lunch do the same. Repeat the process around 4 o'clock.

"Rely on old General Average, my boy. Be his regular adjutant and he'll pay you \$2.50 per call, order or no order."

This new viewpoint has borne great results already. In the short month of February Jack made 179 calls, and his earnings were above \$400—the best month he ever had.

"That sure two dollars and a half dangling in front of my nose, tempting me forth early and keeping me out late, has prevented me from hatching more buttons on hotel lounges than I ever dreamed possible," was his last report.—*Successful Farming's* "Merchandising Advertising."

To Direct Sales Promotion for Haynes Company

Gilbert U. Radoye, director of advertising of the Haynes Automobile Company, Kokomo, Ind., has been made director of sales promotion in addition to his other duties. Mr. Radoye has been connected with the advertising and sales departments of automobile companies for several years.

New Pacific Coast Weekly

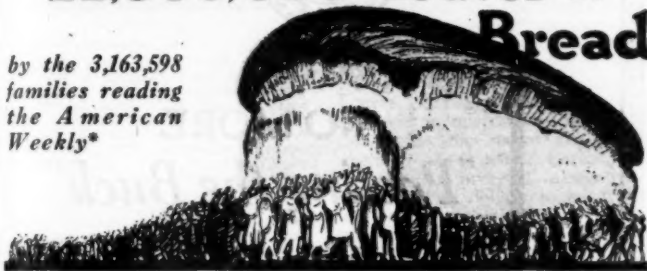
Who's Who, Time and Place is the name of a weekly to be published at Los Angeles by George W. Pittock. Leo Moriarity and Colonel H. H. McClintock are associated with Mr. Pittock in the publishing venture. The magazine is to be devoted to the interests of the Pacific Coast States, Arizona and Alaska.

Publish "Bakery Profits" in Chicago

Bakery Profits is the name of a new monthly publication published in Chicago by the Maujer Publishing Company. It is intended for retail and wholesale bakers.

Wanted— 22,000,000 Loaves of Bread

by the 3,163,598
families reading
the *American
Weekly**



*Figures furnished by the Audit Bureau of Circulations, Statements of December, 1921.

Every seven days the 3,163,598 families reached by the *American Weekly* buy 22,145,186 loaves of bread. This allows only one loaf per family per day.

American Weekly readers constitute the greatest buying power influenced by the circulation of any one medium—

Concentrated in the Nine Most Important
Buying Centers in the United States

New York

New York American.....1,116,235

Chicago

Chicago Herald & Exam..682,656

Boston

Boston Advertiser.....418,472

Washington

Washington Times.....110,079

Los Angeles

Los Angeles Examiner....252,316

San Francisco

San Francisco Examiner...296,380

Seattle

Seattle Post-Intelligencer...82,358

Atlanta

Atlanta Georgian-Amer....104,873

Milwaukee

Milwaukee Telegram.....100,229

More than three million families read the *American Weekly*.

"If you want to see the color of their money—use color."—A. J. K.

The American Weekly

A. J. KOBLER, Manager, 1834 Broadway, New York City

Western Office, Hearst Bldg., Chicago





REG. U. S. PAT. OFFICE

NO MORE "Passing the Buck"

IN the 25 years that we've been making Peerless Mats we have looked upon a large number of original plates. And surprisingly few of them have been as good as we thought they ought to be. ¶ Being so critical of the plates sent us it was inevitable that sooner or later we should make our own original plates. Now we have added a photo-engraving plant to our equipment. ¶ To get good mats you have got to have good originals, and when the responsibility is divided between the plate maker and the mat maker someone may "pass the buck." With us there is now no divided responsibility and we absolutely guarantee results. ¶ We can now make an attractive proposition to one or more large users of originals and mats who are looking for quality, speed and right price, such as have always characterized

O'FLAHERTY'S PEERLESS MATS

Made by O'FLAHERTY
225 West 39th St. New York.

Do

E

Editor

One

turer

satisfac

out th

with n

receive

larger

is not

is to

one of

ence

parel.

to cre

same a

Hart

in the

The

tionally

in ma

This a

perime

permit

facture

ceed o

not co

manufa

sums i

sumer.

Our

of Bet

Rosema

nationa

of dec

sales b

penditu

the pri

says, d

of sale

expendi

that, f

paign,

sense a

garmen

tailmen

Have

us in

gestions

greatly

En

FOR

prin

precio

pende

notion

ery is

of the

people

In v

prising

a few

adver

mercha

Does Advertising Increase Cost of Women's Apparel?

A Review of Fundamentals Brings Us Again to See Aright

EHLBERT ADVERTISING SERVICE
CHICAGO

Editor of PRINTERS' INK:

One of our clients is the manufacturer of a branded dress which has satisfactory retail distribution throughout the country. The line is placed with merchants who, for the most part, receive exclusive selling rights. A larger number of distributing sources is not sought. The present objective is to influence the woman who buys one of these dresses to show a preference later when purchasing new apparel. In other words, our client wants to create in this woman's mind the same attitude which such advertisers as Hart Schaffner & Marx have induced in the masculine mind.

The dress in question has been nationally advertised—in a limited way—in magazines with a feminine appeal. This advertising we consider only experimental and not extensive enough to permit of any conclusions. The manufacturer would now be willing to proceed on a much larger scale were he not confronted by the failures of other manufacturers who have spent large sums in advertising direct to the consumer.

Our client cites to us the experiences of Betty Wales, Co-ed, Wooltex and Rosemary. In these cases, he says, national advertising has had the effect of decreasing rather than increasing sales because of the fact that these expenditures necessitated an increase in the price of the article. Advertising, he says, did not produce a greater volume of sales able to absorb the additional expenditures. Furthermore, he claims that, following the start of the campaign, merchants have been quick to sense an increase in the price of the garment; and that this caused a curtailment of purchases.

Have you any data that might aid us in solving this problem? Any suggestions you may have to offer will be greatly appreciated.

EHLBERT ADVERTISING SERVICE,
MARK K. EHLBERT.

FOR scores of years tons of printers' ink and oodles of precious breath have been expended endeavoring to dispel the notion that labor-saving machinery is detrimental to the welfare of the working class. Yet many people remain to be convinced.

In view of that it is not surprising to learn that there are still a few manufacturers who believe advertising increases the cost of merchandise.

One reason for the longevity of this attitude is the inability of those who are unacquainted with advertising to comprehend the true significance of appropriation figures. The layman, for example, is bound to misconstrue the facts underlying the recent announcement of the Postum Cereal Co. that it has invested, altogether, thirty million dollars in advertising. To the uninitiated that seems to be a tremendous expenditure. The results are overlooked.

Moreover, the ratio of the advertising appropriation to total sales is generally disregarded. The million dollars appropriated by several manufacturers each year for advertising does not mean much as applied to selling costs when it is known that the figure probably represents less than five per cent of total sales.

Very likely ignorance of these elementary principles accounts for the position adopted by the Ehlbert Advertising Service's client. What is more, the information concerning others in the field on which this clothing manufacturer bases his stand is entirely incorrect. Betty Wales, he says, is in a bad way because of its advertising. Exactly the opposite is true.

J. A. Einstein, general manager of the Betty Wales Dressmakers, tells us:

"Your Western correspondent apparently has preconceived ideas which are decidedly interesting to us, particularly in view of the fact that he discloses a condition of which we were not only not aware, but which does not exist.

"On the 28th day of December, 1921, Betty Wales celebrated her fifth birthday, having just concluded the most troublesome year in the business history of our country and one during which general readjustments were taking place. Despite the tremendous reductions in prices and the gen-

eral depression that was making itself apparent in all parts of the country, Betty Wales considered her birthday a happy one by virtue of the fact that her fifth year was a conspicuously bright one.

"During that year this organization did the greatest volume of business in its history and served the greatest number of enthusiastic and co-operating retailers with whom it has ever been our pleasure to have business intercourse."

We did not take the trouble of writing the other organizations which this manufacturer mentions as having suffered from bad bruises because of their advertising. No doubt Co-ed, Wooltex and Rosemary could tell a similar story.

We did ask L. W. Neumark, advertising manager of the Frantz-Biederman Company, whether it was his experience that advertising increases the cost of women's dresses. Mr. Neumark replied:

"We believe that the client of this agency must be misinformed when he says that the national advertising had the effect of decreasing rather than increasing sales because of the fact that these expenditures necessitated an increase in the price of the article.

"As a matter of fact, the volume of advertising done by any of these concerns mentioned, while considerable, is not of so burdensome an amount as to make an appreciable charge against the individual garment, and in a style article such as suits, coats or dresses it is impossible, even for the most experienced buyer, to gauge the value of an article within a dollar, except on the very low-grade merchandise, which of course these concerns do not attempt to make. In our own case, the volume of our business has grown steadily from year to year, coincident with the increase in our advertising budget. Even last year was very satisfactory to us, both in volume and in net results.

"We do not find that our merchants, as a general rule, feel that the advertising that we are doing is a burdensome cost on the merchandise, as we can very

readily show him where this advertising results in a decrease in our overhead expenses, due to increased volume, and cite the example to him of his own advertising, to bear us out in this.

"Occasionally, of course, we will find a merchant who is unable to get this principle, and who feels that an advertised line is a more expensive line than a non-advertised line, failing utterly to remember the obligations of quality, which national advertising necessitates, and which quality, and the maintenance of it, is the reason for the price of the average advertised ready-to-wear line being where it is.

"Of course it must be understood that a consumer demand on a branded ready-to-wear article is extremely difficult to procure—far more so than is the case with any proprietary article. The main value of national advertising in ready-to-wear is in giving the prospective consumer a feeling of confidence in the article with which she has already become familiar and also enabling the consumer to request further garments with the same identifying label, if she has been satisfied with the first.

"If the peculiar problems coincident with the advertising of ready-to-wear, particularly in the consumer's field, are thoroughly understood, and overwhelming consumer demand is not expected except through the intense local co-operation of the dealer, a consistent programme of advertising is bound to be effective."

In our opinion this manufacturer is approaching the problem from the wrong angle. He assumes that the minute he begins to advertise he must add the cost of his advertising to his product. If he intends doing that, and if the increase is large enough to be noticeable by retailers and consumers, the advertising will fail sure enough.

Advertising is an investment. One must not expect to get it back, cent for cent, in a day, a week or a year. Sometimes it can be done. But not always.—[Ed. PRINTERS' INK.]

W
If yo
not—
You
you a
you w
would
in Mi
There
to an
with t
That
years,
each c
with
behind
That's
that no
tiser, t
genera
The
Ohio F
Cleveland
Standard I
Western R
Transporta
Chicago, I



What Is a Good Farm Paper?

If you were a farmer you easily could tell. If you are not—then just try to put yourself in the farmer's shoes.

You would read a farm paper because of what it told you about farming—that is, your kind of farming. If you were raising apples or grapes in Michigan, you wouldn't get much help out of reading "Raising Cotton in Mississippi" or "Cattle Grazing in Nevada."

Therein lies the fundamental test of a farm paper's worth to any particular farmer. How effectively does it deal with that farmer's needs?

That is why the Lawrence Farm Weeklies, through many years, have continued to be three separate publications—each devoted to the farm problems of a single State and with a separate publishing and editorial organization behind it.

That's what makes a good farm paper. And we believe that no farm paper can be good, either for farmer or advertiser, that tries to cover the needs of all farmers with generalities.

The Lawrence Farm Weeklies

Over 300,000 Every Saturday

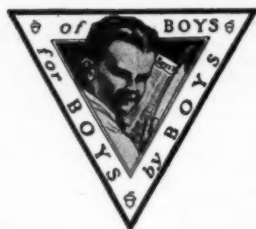
Ohio Farmer **Michigan Farmer** **Pennsylvania Farmer**
Cleveland, O. Detroit, Mich. Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.



THE BOYS' MAGAZINE

is growing so fast these days that it keeps us more than busy in getting new subscriptions promptly entered. Nearly all of these subscriptions are being received as a result of our mailing *every day* 30,000 letters to that number of boys.

We are NOT appealing to the boy through his PARENTS. Our circular letters go directly to the BOY HIMSELF.

Educate the readers of THE BOYS' MAGAZINE to the value of your product NOW WHILE THEY'RE YOUNG AND THEIR MINDS ARE EASILY MOULDED. Invest some of your appropriation in the youth of America. By doing so you will cash in on PRESENT business and FUTURE business as well.

Put THE BOYS' MAGAZINE on your list. We can show you a profitable return.

THE SCOTT F. REDFIELD CO., INC.,

Smethport, Pa.

New York Office
T. R. LYLE
23 East 26th St.

Chicago Office
COLE AND FREE
Peoples Gas Bldg.

Published since January, 1910—not an issue skipped or combined.

(Member Audit Bureau of Circulations)

Job

A N

A N un
A plan
has rece
gobbing
The Be
Chicago.
plan is l
interest
although
predict u
merchan
less the
has alre
serving
is good
economic
very well
chandin
especially
turers w
market a
dent fro
article.
In ord
radical s
scheme o
to dealers
in the pla
and prese
chandin
For son
the tire m
automobil
clusively
dealers
through l
his field
y no su
wholesaler
ardware,
fields. F
the princip
the sales
dealers an
were fille
house.
Before
tremuous
margin of
was suffic
alesmen

Jobbing Tires to Dealers without Salesmen

A New Merchandising Plan for Tires That Promises to Solve the Difficulty of Reaching Small Towns

By R. L. Burdick

AN unusual and practically new plan of merchandising tires has recently been announced by a jobbing house under the name of The Better Tires Company, of Chicago. The progress of this plan is being watched with great interest by the tire trade and, although it is perhaps too early to predict unqualified success for this merchandising method, nevertheless the fact that this one concern has already established and is serving some 18,000 tire dealers is good evidence that the plan is economically sound. That it may very well have a bearing on merchandising methods in other fields, especially where small manufacturers who are looking for a market are concerned, will be evident from a reading of this article.

In order to appreciate what a radical step is involved in the scheme of marketing tires by mail to dealers, and the value that lies in the plan, a brief study of past and present methods of tire merchandising is worth while.

For some reason best known to the tire manufacturers themselves, automobile tires have almost exclusively been sold direct to dealers by the manufacturers through branch sales offices. In this field there has been practically no such intermediary as the wholesalers or jobbers as in the hardware, drug and grocery fields. From the sales offices in the principal cities of the country the salesmen went out to the dealers and obtained orders that were filled from branch warehouse.

Before competition became strenuous in this industry the margin of profit to manufacturers was sufficient to justify routing salesmen to even the smaller

towns. Increased competition, however, forced tire makers to accept a smaller profit per tire and to depend upon large volume of business to secure an adequate return on capital investment. Hence, to make his time profitable, a salesman had to confine his efforts to the dealers whose volume of orders was large, and these dealers, naturally, were to be found only in the larger towns and cities. As a result, tire makers eventually concentrated their selling efforts upon the larger communities where a big volume of sales could be produced, and neglected the small communities which, individually, could not yield a sufficient volume.

SMALL-TOWN MARKET FOR TIRES

On the other hand, the total market represented by the farms and small towns collectively is so great as to make the neglect of small-town dealers a serious handicap to reaching a large share of the tire market. According to a survey made by the United States Tire Company, fifty-five per cent of the automobiles of this country are owned on farms or in communities of 5,000 population or less; thirty-three per cent are owned in communities of less than 1,000 inhabitants.

To show the number of towns which are, perforce, neglected by manufacturers, Samuel H. Silverman, president of the Chicago company, quotes postal statistics to the effect that of the 52,000 post-offices in this country, only 6,000 are in towns and cities of more than a thousand population, leaving 46,000 post-offices in towns of 1,000 or less. And it is reasonable to suppose that wherever there is a community large enough to support a post-office there is

also at least one store or garage that can handle tires, if only in a small way. Obviously the manufacturers were overlooking a sizable market in failing to cultivate the small-town dealers.

One of the difficulties brought about by this situation lay in the fact that both large and small manufacturers of tires had to sell in the same market. This was particularly hard on the small manufacturer who found that the extensive national advertising of the large companies—advertising that he could not afford on the basis of his small production—had created such a favorable public opinion for the “big” brands as to form a decided selling obstacle. The increased familiarity, confidence and acceptance of the buying public which this national advertising produced worked to the disadvantage of the small companies.

SEEKING AN OUTLET

There are some 300-odd manufacturers who fall within this group that cannot afford to advertise nationally and who have had to depend for the sale of their products upon the efforts of local dealers whose recommendation was considered by the purchasing public. The invested capital of these concerns runs from one to five million dollars each, but the fact that these companies are, relatively speaking, small in size is no indication that they do not build high-grade tires or that they do not offer good value for the prices asked.

Thus the 300 small manufacturers, although able to compete favorably on quality and price with their big brothers, suffered under the handicap of being confined to sales in the larger towns and cities just as much as the large companies. However, until the last year or so the small manufacturer was able to exist and make money simply because the demand for tires was greater than the total supply.

With the slowing up of demand and the cutting of prices in the tire business, the profits of all

companies per tire became even less. Energetic selling became more essential in the industry; it was no longer sufficient merely to produce good tires. This situation hit the small manufacturers particularly hard. The intensive, high-powered selling methods of the larger manufacturers, coupled with their great advertising campaigns, maintained for them a sufficient volume of sales to keep going. The smaller manufacturers who could not, financially, stand this selling pace, lost ground and many of them are today, if not actually fallen by the wayside, close to financial exhaustion.

The Better Tires Company makes use of three advertising and merchandising principles. It utilizes the principle of concentrating on the dealers, knowing that in an overproduced market the dealer carries a large share of deciding as to brands.

The second principle that it adopted is the basis of the direct-mail feature. When a large group of prospects cannot be economically reached by personal salesmanship or display advertising, Uncle Sam has sometimes been able to answer the purpose. In this instance it became apparent that direct-mail could fulfil at least a good part of the effort to reach small-town dealers.

The third point lay in the fact that when individual manufacturers find it unprofitable to sell to dealers a co-operative selling scheme can often prove economical. Aside from the relatively few co-operative selling associations, this distribution function is, in most other lines of trade, represented by the wholesaler or jobber. Not only in the grocery, drug and hardware trades is the jobbing system in force, but even in the auto accessory lines. So, why not in tires?

On this foundation The Better Tires Company operates. It acts as a co-operative distributor, or jobber, of tires to small-town dealers for a group of tire manufacturers, more especially the smaller makers of tires. The company has now been established a

Charles Daniel Frey
Advertising

A General Agency



104 South Michigan Avenue

Chicago

DIRECT BY MAIL ADVERTISING

The growing preference for this type of advertising is due, in a large degree, to the splendid printed results that may be obtained on

WARREN'S STANDARD PRINTING PAPERS
STRATHMORE EXPRESSIVE PAPERS * HAM-
MERMILL UTILITY PAPERS * SUNBURST
COVERS * BUCKEYE COVERS * LODESTONE
COVERS * BROOKDALE LINEN BOND

We will send printed specimens of fine work on these papers to those who request to be placed on our mailing lists.



HENRY LINDENMEYR & SONS

Headquarters: 32-34-36 Bleecker Street, New York.

Downtown Branch: 16-18 Beekman Street, New York.

Printing Crafts Bldg.: 461 Eighth Avenue, New York.

Newark Branch: 80-82-84 Clinton Street, Newark, N. J.

Hartford Branch: 58-60 Allyn Street, Hartford, Conn.

year and has already justified its existence in the large volume of tires that "it is selling in this way.

The Better Tires Company is an entirely independent concern that handles the partial or complete outputs of a number of small factories. It deals only in tires that are of recognized quality, and will not touch "seconds" or defective, low-quality tires. Although the sales are made by mail, orders are accepted only from *bona fide* dealers who buy for resale, which protects all dealers from possible competition with the jobbing house itself.

A JOBBER'S CATALOGUE FOR TIRES

At frequent intervals the concern issues a co-operative catalogue—a jobber's catalogue—of the tires that it sells, and also a monthly bulletin supplementing the larger catalogue. These are mailed to dealers and show the net prices—an unusual feature in a jobber's catalogue—which is welcomed by dealers who have had to go through the mathematical calisthenics required by having only retail prices and a discount sheet. No salesmen are employed to sell to the dealers.

Upon receipt of an order from a dealer—which, by the way, is scrutinized carefully to be sure that he is a dealer—the tires (or tire) are shipped out at once in the manufacturer's original factory wrapper and bearing the manufacturer's name and serial number. This assures the dealer of getting exactly what he orders and prevents suspicion of "seconds." In the tire business the "seconds" evil is particularly acute. The shipment goes C.O.D. with the privilege of examination, thus insuring further the dealer's satisfaction and doing away with all credit bother, a great deal of bookkeeping and losses from bad accounts. Sufficient volume of business is transacted to enable this house to maintain an adequate stock on hand to fill all orders quickly and yet avoid carrying stock over a long period—long storage affects the quality of tires.

A liberal adjustment policy is also pursued.

The selling expense of this jobber has been found to be less than six per cent of total sales. A full forty per cent margin is allowed to the dealers.

There is one feature of this plan which, from an outsider's viewpoint, might be criticized. Many of the tires are manufactured for this jobber carrying his private *brand* names, although bearing the name of the factory producing them. This policy may have been necessary in the early stages of the company's development in order to get manufacturers to participate in a new scheme which might hurt their own brand names should it fail. Apparently, however, this private brand feature is being eliminated, at least to a considerable extent, because the company, in its present advertising to manufacturers, is offering them the alternative of listing their own brand names in the catalogue.

The merchandising of a plan of this kind, both to the manufacturers and to the trade, represented no little problem. Since the scheme involved a radical change in a trade-buying habit, obviously there was considerable resistance—the inertia of custom—to overcome. Besides explaining the details of the plan, some means had to be found for giving both the manufacturers and dealers confidence in the economic soundness of the plan and the standing of the jobber. In addition to this, the jobber found it necessary to educate prospective dealers on the fact that they could be *tire* dealers. Many small-town garages, hardware and implement stores, and similar dealers, had never realized the possibilities for them in handling tires.

In the beginning the company found it advisable to get the plan into actual operation as quickly as possible before attempting any prestige-building effort. When it could go to the manufacturers and to the trade as a whole with proof of the workability of the

plan, it could then build confidence upon that basis more surely than merely by talking about an unproved idea. After a few manufacturers had been induced to try the experiment, a mailing list of dealers was obtained and circularized. Almost at once orders began to come in; the plan took hold with surprising rapidity. In eleven months some 18,000 dealers were obtained who ordered with more or less regularity.

With such initial success it might seem that a mere extension of the direct-mail effort would be sufficient to build up the business further, but as the business expanded, several links necessary to a permanent continuation were found to be missing. In the first place, all "catalogue houses" that do a jobbing business to the trade by mail, have found it difficult to get mailing lists that contain names of only live, wideawake dealers. Especially is it hard to distinguish these dealers in a general list of small-town garages and stores, most of which are not rated by the credit books. Unless the distribution of the catalogues could be largely confined to live dealers who could handle tires, a great waste would be involved in the mailings. Besides this, there was the difficulty of getting names of dealers opening new stores, or cutting out dealers going out of business, until long after the actual occurrence.

IN BUSINESS PAPERS NOW

Next came the necessity of creating a proper reception for the catalogue and for creating confidence in prospective dealers' minds. The catalogue, arriving unannounced, was in the same position as a salesman from an unknown house calling upon a dealer for the first time. Such a man might open negotiations by saying that he was a wonderful salesman, that he represented the finest jobbing concern in the business, and that his goods and policies were the best ever offered to a dealer—but the chances are against the dealer's acceptance of such statements at their face value because the source would be ob-

viously prejudiced. Hence, no matter how strongly the catalogue of a jobber talks about *itself*, it cannot raise itself by its own bootstraps. The Better Tires Company realized the necessity for calling on some other force to pave the way properly for the catalogue-salesman, to prepare a suitable background of interest and confidence in advance of its call.

Finally, this company, like others, found that some means must be employed to keep the catalogue working *after* it had arrived. All too often the first interest of a dealer is found to die out, and the catalogue finds its way from the top of the counter to a remote shelf.

Therefore, The Better Tires Company, having a sufficiently widespread distribution to justify such a course, has now launched into a display-advertising campaign in suitable automotive trade publications that reach dealers and manufacturers. By this means it feels that it is appealing only to the wideawake dealers because only progressive merchants are apt to be subscribers to such publications. A direct appeal is made in this advertising to both manufacturers and dealers, and even early results from the campaign show signs of unusual success. The effect on the manufacturers will not be so immediate as on the dealers; but already dealers are sending in for the catalogue in large numbers. Four-page color inserts initiated the advertising, and are being followed by similarly forceful means of getting the story over. The campaign is also stirring up the activities of dealers previously on the list but who lately have not been active in sending in orders. In addition, the display advertising is building up a nation-wide reputation for the jobber in manufacturing and trade circles.

The new merchandising plan of this company is good evidence of the growing trend in many manufacturing lines of casting aside traditional customs of distribution, of studying methods in other fields, and of applying the best of those methods to the particular

Movie of a Busy Hardware Man

Drawn by Tony Sarg



GETS MORNING MAIL AND PUTS SEVERAL TIGHTLY ROLLED MAGAZINES ASIDE TO OPEN LATER.



"GOOD HARDWARE" AMONGST THE LETTERS - HE NOTES HANDY SIZE TWO CENTS STAMP ETC..



TAKES IT OUT OF ENVELOPE AND CRUCKLES OVER HUMOROUS COVER DESIGN -



GLANCES THROUGH MAGAZINE - SPOTS INTERESTING THINGS HE WANTS TO READ LATER



CLOSING TIME - HE DECIDES TO TAKE GOOD HARDWARE IN HIS POCKET -



AT HOME HE READS EVERY PAGE OF GOOD HARDWARE

GOOD HARDWARE, 709 Sixth Ave., New York

Typography

"PROVE IT WITH PROOFS"



VIOLINS are various. There is only one Stradivarius. The Maestro of Cremona not merely wrought what is an instrument of wondrous beauty and nobility, but he put guts into it, as well. We have always been persuaded that Art, whether in a Composition of Words, Colors, Brick or Type, enhances and enriches Utility. We stand, frank and fearless, for Fine Typography unto the ⁿth degree, confident that Discriminating Appreciation has only to find us out, to find us.

Phillips & Wienes
Typographers Who
"Prove It With Proofs"

314 East Twenty-Third Street
 NEW YORK CITY

This advertisement is set entirely of type and type borders

problems at hand. With the strong call of today for better methods of getting goods from manufacturer to consumer, as well as for stronger selling effort, this plan will be watched by many other industries. While such a scheme of distribution might not operate to advantage in some lines, such as the heavy machine-tool field, nevertheless the pioneer work of this one concern in the tire field offers inspiration for similar efforts in other businesses.

Indianapolis Electrical Interests Unite to Advertise

The Electrical Appliance League of Indianapolis, a newly formed organization to further the interests of electrical devices, has adopted the plan of co-operating with the co-operators. Realizing the potential power of the advertising campaign now being placed by manufacturers of electric vacuum cleaners, the Indianapolis electrical dealers and power companies decided to assist.

The Electrical Appliance League is composed of sixteen of the principal appliance houses in the city, along with The Merchants Heat & Light Co. and the Indianapolis Heat & Light Co. and a number of electrical contractor-dealers.

These organizations are united in an educational campaign to point out the various uses of electricity in the home. The slogan "To Help Her" tells the story in brief, of the intent of the publicity. Just at the peak of the campaign the Electrical Appliance League will build and present to the public an "Ideal Home Electric."

The three Indianapolis newspapers will carry space from one page in size to a quarter page, over a period of five months. The Electrical Appliance League campaign is scheduled to link up with the national electric vacuum cleaner advertising.

Ford Seeks Salesmen Buyers

A new appeal in automobile copy is contained in three-column newspaper space being used by the Ford Motor Company over the names of its distributors.

Under a line drawing showing a salesman coming from a store, and the heading, "Salesmen! Earn more money," appears this copy:

"And remember—the lowest first cost, the lowest upkeep and the highest resale value of any motor car ever built. Thousands of salesmen now using Ford runabouts have increased their earning capacity up to 35 per cent—and more. A point well worth your serious consideration. The entire expense, including operation and maintenance, rarely exceeds railroad fares. Let us prove how a Ford runabout will help you earn more money. Terms if desired."

Advance Preparation for a \$10,000 Sale

THE FAITHORN COMPANY
(not incorporated)

ENGRAVERS, PRINTERS AND
CATALOGUE MAKERS

Editor of PRINTERS' INK:

In the January 19 issue of PRINTERS' INK a very interesting article appeared by George W. Gether, "Making a Fortune on Four Hours a Day."

Of course, I do not know if he refers to the salesmen who sell a commodity that has been manufactured, or something like advertising matter that first has to be sold and then manufactured.

Mr. Gether has neglected to mention the amount of business that is transacted over the telephone during the hours a salesman happens to be in his office.

I remember a short time ago I spent one whole day in the office and two evenings until midnight at home preparing for an interview that lasted but fifteen minutes—but the order amounted to more than \$10,000. Was the twelve to fifteen hours spent at home and at the desk non-productive? According to Mr. Gether's idea the only time that amounted to anything was really the fifteen minutes.

It is much better to give a lot of thought to a proposition before presenting it and have a real chance of selling it than to see how many calls one can make in a day.

You realize that every organization distributes its orders for publicity to more than one company. Some concerns sell on price without much thought and get the letterheads, forms, etc. Other concerns that give real thought and unlimited amount of time get the most difficult work, or what is called "quality."

My experience has taught me that the only thing that counts in the salesmanship world is originality, and some days one call is sufficient while, of course, other days it is possible to make ten.

Perhaps I should be out calling on a customer now instead of writing this, so will get busy.

GLENN A. BISHOP.

W. A. Lorenzen Joins S. M. Goldberg

William A. Lorenzen, who has been with the *People's Home Journal*, New York, has joined S. M. Goldberg, publishers' representative, New York.

Appointment by "The Agricultor"

W. C. Atkinson has been appointed Western representative for *The Agricultor*, Milwaukee, Wis. Mr. Atkinson's headquarters are in Chicago.

George C. Gaynor, formerly of the merchandise service department of the Boston, Mass., *Americas*, has joined the sales promotion department of the *Boston Advertiser*.

A 1922 List of Employees' Magazines

Concluding Instalment of PRINTERS' INK's Revised Compilation

- Stone & Webster, Inc., Boston: "Stone & Webster Journal."
 Strawbridge & Clothier, Philadelphia: "Store Chat."
 Superior Sheet Steel Co., Canton, O.: "Superior Sheet."
 Swift & Company, Chicago: "Buzzar" and "Swift Arrow."
 Tenney & Co., Charles H., Boston: "Tenney Service."
 Texas Co., Houston, Tex.: "Texaco Star."
 Thompson Yards, Inc., Minneapolis: "Upper Cuts."
 Tide Water Oil Co., New York: "Tide Water Topics."
 Tiffany Clothing Mfg. Co., Springfield, Mass.: "Tiffany Topics."
 Toledo Edison Co., Toledo, O.: "Sparks."
 Transcontinental Oil Co., Pittsburgh: "Marathon Runner."
 Travelers Insurance Co., Hartford, Conn.: "Travelers Beacon."
 Traxler Co., Louis, Dayton, O.: "Traxology" and "Traxology, Jr."
 Tribune Company, Chicago: "Trib."
 Tri-State Telephone & Telegraph Co., St. Paul, Minn.: "Tri-State Emblem."
 Trumbull Elec. Mfg. Co., Plainville, Conn.: "Inside the Circle."
 Turner Construction Co., New York: "Mixer."
 Tyler Company, W. S., Cleveland: "Tyler Magazine."
 Union Bank of Canada, Winnipeg, Manitoba: "Union Bank Monthly."
 Union Carbide Co., Niagara Falls, N. Y.: "Topping Pot."
 Union Electric Light & Power Co., St. Louis, Mo.: "Wire & Pipe."
 United Alloy Steel Corporation, Canton, O.: "United Clan."
 United Cigar Stores Co. of America, New York: "United Shield."
 United Gas Improvement Co., Philadelphia: "U. G. I. Circle."
 United Railways & Electric Co. of Baltimore, Baltimore: "Trolley Topics."
 United States Aluminum Co., New Kensington, Pa.: "Aluminum Reflector."
 United States Envelope Co., Worcester, Mass.: "Hand Clasp."
 United States National Bank, Portland, Ore.: "U. S. Crab."
 U. S. Smelting, Refining & Mining Co., Midvale, Utah: "Ax-I-Dent-Ax."
 Universal Portland Cement Co., Buffington, Ind.: "Universal Safety Bulletin."
 Universal Winding Co., Providence, R. I.: "Universal Windings."
 Utah Copper Co., Garfield, Utah: "Porphyry."
 Utica Gas & Electric Co., Utica, N. Y.: "Utica Gas & Electric News."
 Utah-Idaho Sugar Co., Salt Lake City, Utah: "Cossette."
 Van Raalte Co., New York: "Van Raalte Vanguard."
 Vanity Fair Silk Mills, Reading, Pa.: "Vanity Fair Events."
 Virginia Railway & Power Co., Richmond, Va.: "Public Service News."
 Wabash Valley Electric Co., Clinton, Ind.: "Volts."
 Wadsworth, Houlard & Co., Inc., Boston: "Bay Stater."
 Waldorf System, Inc., Boston: "Waldorf Window."
 Wales Adding Machine Co., Wilkes-Barre, Pa.: "Wales Visible."
 Walworth Mfg. Co., Boston: "Walworth Craftsman."
 Warner Hardware Co., Minneapolis: "Warnot-Knot."
 Wayne Knitting Mills, Fort Wayne, Ind.: "Ravlings."
 Wayne Oil Tank & Pump Co., Fort Wayne, Ind.: "Wayne Winner."
 Weinstock, Lubin Co., Sacramento, Cal.: "Co-operator."
 West Coast Life Insurance Co., San Francisco: "Pioneer."
 Western Electric Co., New York: "Western Electric News."
 Western Maryland-City Dairies, Baltimore: "Milk Bottle."
 Western States Gas & Electric Co., Stockton, Cal.: "Fumes & Flashes."
 Westinghouse Air Brake Co., Wilmerding, Pa.: "Wabco News."
 Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.: "Westinghouse Electric News."
 Westinghouse Lamp Company, New York: "Light Touches."
 West Penn. Power & Railway Co., Pittsburgh: "West Penn. Magazine."
 Western Clock Co., La Salle, Ill.: "Tick Talk."
 Wetherby-Keyser Shoe Co., Los Angeles, Cal.: "Foot Prints."
 Wiscasset Mills Co., Albemarle, N. C.: "Windemere Watchman."
 Whitaker Paper Co., Cincinnati: "Pep-O-Grafs."
 Whitall, M. J., Worcester Mass.: "Whitall Shuttle."
 White Co., R. H., Boston: "White Star."
 White Motor Co., Cleveland: "White Book."
 Whitin Machine Works, Whitinsville, Mass.: "Whitin Spindle."
 Whiting & Davis Co., Plainville, Mass.: "Wadco News."
 Whitman & Son, Stephen F., Philadelphia: "Messenger-Link."
 Wieboldt & Company, W. A., Chicago: "W. C. A. News."
 Williamson Heater Co., Cincinnati: "Williamson News."
 Wilson & Company, Chicago: "Wilsonian" and "Certified News."
 Winchester Repeating Arms Co., New Haven, Conn.: "Winchester Record."
 Wisconsin Public Service Co., Milwaukee: "Together."
 Worcester Electric Light Co., Worcester, Mass.: "Live Wire."
 Worthington Pump & Machinery Corp., Holyoke, Mass.: "Deane News."

Three Bricks and Fourteen Pages



IF three bricks will finish a wall why carry up six? If fourteen pages will carry your message why use sixteen?

Paper costs money. Additional pages oft-times add to the cost of mailing. The only reason that ever existed for building a booklet up or down to 12, 16, 24, or 32 pages was the limitations of the older types of folding machines.

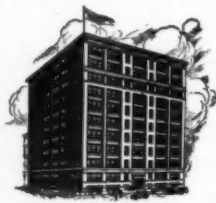
In addition to folding the forms mentioned above, a Cleveland Folding Machine makes it possible to print, fold, and stitch booklets in units of 14, 18, 20, 22, 26, 28 or 30 pages.

If you buy printing you will profit by learning just how this is done. The portfolio of Cleveland Dummy Folds demonstrates the method. "One of the best and most-used tools I own," says the lay-out man of one of America's largest printing establishments. We'll send the portfolio, no charge, if you ask for it on your firm's letterhead.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: CLEVELAND

A Printer Is as Good as His Equipment Plus His Organization



One of the largest and most completely equipped printing plants in the United States

Our Equipment includes the latest and most efficient, time-saving machinery—Linotypes, Monotypes, Color, and U. P. M. Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus, we are right on Quality, Delivery and Price.

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy-writers, and everything else necessary in the promotion, preparation, printing and mailing of your catalogue or publication.

**Specialists in the Art of Catalogue and Publication Printing
For More Than Thirty Years**

**Business methods and financial standing the highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)**

Printing Products Corporation

Formerly ROGERS & HALL CO.

Executives:

LUTHER C. ROGERS, Chairman Board
Directors
E. E. LAXMAN, Pres. and Genl. Mgr.
J. W. HUTCHINSON, 1st Vice Pres.
Sales Promotion and Advertising
W. E. FREELAND, Sec. and Treas.
H. J. WHITCOMB, 2nd Vice Pres.
City and Country Publication Sales
F. MACDONALD, City Catalogue Sales
A. R. SCHULZ, Country Catalogue Sales
R. T. DERNIER, Supt. of Production

Catalogue and Publication Printers

Artists—Engravers—Electrotypers

Phone Local and Long Distance WABASH 3380

Polk and La Salle Streets - - CHICAGO

Yale &
Conn.
Yawman
Roche
Yellow
Cab F
Yellow
and
Youngst
town,
Bullet
Ziegler
fellow

Alexander
York:
Better
"Bette
General
Bond.
Halle
gram.
Horwath
Clock.
Lawyers
ter, N
Louisvill
Louisv
a Bro
Philadel
Pittsbu
Americar
"A-G-I
Barstow
"Semi-
Baton Ro
La.: "
Buffalo
N. Y.
Bylesby
Bulletti
Californi
Ore.:
Cambridg
bridge,
Central
Spring
Chattano
Chattat
Citizen's
"Citize
Consume
"The
Detroit
"Synch
East St.
St. Lo
Georgia-A
Ga.: "
Hoover
North
Newsy
Idaho P
Electri
Jantzen
"Jantz
Internati
Scranto
Kansas
Kan.:
Merchan
anapoli
Middle
"Inter-
Milwauke
Co., M
Interes
Montreal
solidate
Service

Yale & Towne Mfg. Co., Stamford, Conn.: "Yale Panel."
 Yawman & Erbe Manufacturing Co., Rochester, N. Y.: "Y. & E. News."
 Yellow Cab Mfg. Co., Chicago: "Yellow Cab Factory News."
 Yellow Cab Co., Chicago: "Taxigram" and "Live Miles."
 Youngstown Sheet & Tube Co., Youngstown, O.: "Youngstown Sheet & Tube Bulletin."
 Ziegler Co., George, Milwaukee: "Good-fellowship News."

ADDITIONS

Alexander Hamilton Institute, New York: "Office Optimism."
 Better Brushes, Inc., Palmer Mass.: "Better Buzzer."
 General Baking Co., New York: "Our Bond."
 Halle Bros. Co., Cleveland: "Hallegram."
 Horwath & Horwath, New York: "Alarm Clock."
 Lawyers Co-op. Publishing Co., Rochester, N. Y.: "L. A. W. Co-op."
 Louisville Taxicab & Transfer Co., Louisville, Ky.: "Little Journeys in a Brownie."
 Philadelphia Company & Affiliated Corp., Pittsburgh: "Public Service."
 American Gas & Electric Co., New York: "A-G-E Bulletin."
 Barnstow & Co., W. S., New York: "Semi-Monthly News Letter."
 Baton Rouge Electric Co., Baton Rouge, La.: "Service."
 Buffalo General Electric Co., Buffalo, N. Y.: "The Welder."
 Byllesby & Co., H. M., Chicago: "News Bulletin."
 California-Oregon Power Co., Medford, Ore.: "The Volt."
 Cambridge Electric Light Co., Cambridge, Mass.: "Electric Maid."
 Central Illinois Public Service Co., Springfield, Ill.: "CipSCO News."
 Chattanooga Railway & Light Co., Chattanooga, Tenn.: "Electro-Topics."
 Citizen's Traction Co., Oil City, Pa.: "Citizen's Tractionette."
 Consumers Power Co., Jackson, Mich.: "The Au Sable News."
 Detroit Edison Co., Detroit, Mich.: "Synchroscope."
 East St. Louis & Suburban Co., East St. Louis, Ill.: "The Oncinawile."
 Georgia-Alabama Power Co., Albany, Ga.: "F. & S. Bulletin."
 Hoover Suction Sweeper Co., The North Canton, O.: "The Hoover Newsy News."
 Idaho Power Co., Boise, Idaho: "The Elektrikat."
 Jantzen Knitting Mills, Portland, Ore.: "Jantzen Yarns."
 International Correspondence Schools, Scranton, Pa.: "The Bulletin."
 Kansas Gas & Electric Co., Wichita, Kan.: "Servicescope."
 Merchants Heat & Light Co., Indianapolis, Ind.: "The Flash."
 Middle West Utilities Co., Chicago: "Inter-Company News Bulletin."
 Milwaukee Electric Railway & Light Co., Milwaukee, Wis.: "Of Public Interest" and "Rail & Wire."
 Montreal Light, Heat & Power, Consolidated, Montreal, Que.: "The Dual Service Bulletin."

Municipal Service Co., Philadelphia: "Municipal Service Co. Bulletin."
 Nebraska Power Co., Omaha, Neb.: "Flash."
 Northern Ohio Traction & Light Co., Akron, O.: "The Northern Light."
 Oklahoma Gas & Electric Co., Enid, Okla.: "Sparks & Flashes."
 Oklahoma Gas & Electric Co., Oklahoma City, Okla.: "The Oklahoma Meter."
 Pacific Power & Light Co., Portland, Ore.: "Pacific Power & Light Co. Bulletin."
 Philadelphia Electric Co., Philadelphia: "Bulletin" and "Current News."
 Portland Railway, Light & Power Co., Portland, Ore.: "Watts Watt."
 Public Service Co. of Northern Illinois, Chicago: "P. S. Co. of No. Ill. News."
 Puget Sound Power & Light Co., Seattle, Wash.: "Puget Sound Electric Journal."
 Rockingham County Light & Power Co., Portsmouth, N. H.: "The Generator."
 San Diego Consolidated Gas & Electric Co., San Diego, Cal.: "Glow."

Advertising Effort Urged by Procter & Gamble

More extensive advertising, sales and manufacturing and individual effort than have been required for many years are the requisites to produce satisfactory results in the coming year's business, according to the Procter and Gamble Company, Cincinnati, which has issued the following industrial statement:

"It appears to us that the year 1922 is, and will continue to be, a fighting year for business. We mean by this that the individual or company desiring to do a business equal to or better than normal must exert greater effort than ever before, and must be willing to operate on a closer margin of profit.

"It will require greater advertising, sales, manufacturing and individual effort to produce satisfactory results in 1922 than has been required for a great many years, but we are confident that the aggressive manufacturer or merchant can do a normal business today if he spends his promotion money carefully, watches his operating costs, and depends upon his costs, and depends upon a quick turn-over with small margin of profit to maintain or increase volume.

"The stock of merchandise in all lines are small, and are practically certain to continue so, as few manufacturers, merchants and consumers feel that prices have become stabilized, and there is little or no inclination to speculation or heavy buying.

"The ultimate consumer is looking for quality and value as never before. This is a time when standard products of known merit and value forge ahead at a rapid pace, supplanting the nondescript brands that sell when the consumer is a careless or indifferent purchaser, as he was during the war period. An example of this is the very satisfactory progress made by Ivory Soap during the general business depression of the past twelve months."

Covering a Territory without Salesmen

(Continued from page 28)

pletely in accord with the buyer's needs as if the order had been sold by the company's salesman.

"This has proved invaluable in maintaining contact with every territory. Naturally, the development of this work has extended over a period of many years. Many methods have been used and in addition to the good-will developed by the personal contact of the salesmen on the one hand, and the effect of national advertising on the other, there has been a steady approach by means of direct literature.

"Follow-up broadsides on all lines are mailed frequently in all territories. At the most advantageous seasons of the year, mail orders are sought through catalogue folders that produce remarkable results.

"Moreover, many of our salesmen maintain individual contact through personal promotion, through letters and through telephone calls. The result has been that many salesmen have been enabled to use the telephone to sell customers whose location makes it necessary to waste much valuable time in getting to their stores.

"It might be supposed that this sort of work encourages the salesman to slight his territory at times and encourage the mail order. The reverse has been the case. We have always found that our best records come in territories where salesmen called most frequently. This is due to the fact that our Promotion Department works with, and not for, the Sales Department. It is a matter of team work and one that has been a fundamental factor in developing the success of the Pioneer Suspender Company."

The work of the house salesman is further elaborated on in the following letter from A. P. Abbott, sales manager of A. J. Bates & Company. He writes:

"Where salesmen cannot call on

customers or prospects at sufficiently regular intervals, we find it necessary to send out printed matter in the way of folders, said folders containing illustrations of some of the lines that we specialize in.

"We also make a point, on all mail orders, to acknowledge correspondence, whether the order is filled or not, and in answering this correspondence, we enclose folders illustrating lines other than those the order calls for.

"We also send out printed matter with all invoices that go to the out-of-town trade, that is, beyond the fifty-mile home limit.

"More or less business is obtained through telephone work here in the house, by house salesmen, and all outside salesmen are requested to, at times, and while they are not about to call upon customers, sit down and write postal cards,—then again, when they are about to call, they are supposed to send postal cards, notifying customers, of the fact."

Salesmen's Own Correspondence: I have already referred to this method in several of the other classifications. It is a big subject. Several articles could be devoted to it. Unfortunately it will have to be covered very briefly here.

J. D. Cole, of Lord & Thomas' Los Angeles office, tells of a Chicago salesman who covers his territory only once every six months. But he does not let his customers forget about him in the meantime. He writes and tells his customers of the shows and other events he saw in Chicago. Often he sends them programmes. Frequently he invites them to Chicago, offering his office as headquarters. This man subscribes to papers in the towns in which he has customers. If there is a wedding in the home of a friend, out goes a small present. Other news affecting his trade is followed up similarly. It is all done in a fine way. This man wants to be considered a real friend and he is.

Thousands of salesmen seize every opportunity to send a

HELLO! HELLO!



YES, this is TRUE STORY MAGAZINE. Mr. Wise speaking.

What is our circulation?

I wish I knew.

What? I ought to know if anybody does. That's just it. Nobody does.

You see, **TRUE STORY'S** circulation is growing so fast we can't keep up with it.

For example. The net paid circulation of the December 1921 issue was 257,167 copies. But that's at least 100,000 copies short of what it is today. We're increasing the print order from 20,000 to 50,000 copies each issue and still we're way below the demand. We're printing 400,000 copies of the April issue.

What circulation is our advertising rate based upon? 250,000 copies.

Yes, we're delivering more than 100,000 in excess of our guarantee.

Some buy is right.

Thanks, I'll send round for the order.

Good bye.



True Story

America's fastest growing magazine
113 West 40th St., New York City

H.A. Wise, Adv. Manager
Western Office—People's Gas Bldg. Chicago
C.H. Shattuck, Manager

Adventure

A Virgin Gold-Field for Advertisers



EVERY ten days more than 150,000 copies of ADVENTURE are sold to an eager public. They go to newsstand buyers who pay 25 cents a copy—75 cents a month, \$9 a year. This is double the price that is paid for magazine literature by the readers of the so-called quality or class magazines. This 75-cent monthly expenditure for ADVENTURE has a significance for the advertiser. It represents tangible buying power.

In a recent issue one reader asked advice as to traveling from Tunis to Cairo by automobile. Another requested information as to how to go from San Francisco to Alaska by motor launch, stating that he had at his disposal an outfit and \$1000 cash besides; still another asked advice as to the best way to make a transcontinental fishing trip. Here is buying power expressed in the purchase of automobiles and their accessories, cameras, engines, guns, fishing rods, food products, and all the hundred and one things red-blooded travelers and sportsmen require.

ADVENTURE'S pages are virgin fields for advertisers. The page rate is low. Put ADVENTURE permanently on your schedule.

Adventure

Published by
THE RIDGWAY COMPANY
Butterick Building, New York

Mar.
frien
tome
low
does
just
that
does
me s
C. T
forni
tion v
make
the f
reco
many
inter
up in
he s
busin
scribe
the n
some
person
idea,
human
always
Ma
additi
they
their
compa
of a
suppo
keep
by lo
letters
ganize
salesm
letters
vision
believ
Carson
other
low m
RETIRE
Hen
tising
day of
advert
travel
65 ye
quota
other
to mal
the s
life of
Who
the co
place,
with h

friendly message to their customers. Perhaps they do not follow it out so systematically as does this Chicago salesman, but just the same never a day passes that the Post Office Department does not transport many hundred messages of this character. C. Thorpe, manager of the California Walnut Growers' Association when he is visiting the trade makes it a point to take notes on the folks on whom he calls. He records their nicknames, how many children they have and other interesting facts that may come up in the interview. Later when he sends out a form letter on business matters he always subscribes a postscript, asking how the new baby is getting along or something else pertinent to the person addressed. This is an old idea, to be sure, but as long as human nature is as it is, it will always work.

Marshall Field & Company, in addition to other methods that they use, follow up the calls of their salesmen by letters. This company's territories are in charge of a general salesman. He is supposed to see that his men keep the territory well worked by letter between visits. The letters are handled under an organized system, the individual salesman's name being signed to letters prepared by a special division of the sales department. I believe that John V. Farwell Co., Carson Pirie Scott & Co. and other large wholesale houses follow much the same plan.

RETIRED SALESMAN KEEPS IN TOUCH

Henry Lee Staples, the advertising agent, told me the other day of a representative of a well-advertised line who had to give up traveling. This man, despite his 65 years, always exceeded his quota in a territory where no other salesman had ever been able to make good. He won most of the sales contests and was the life of every sales convention.

When he retired he persuaded the company to put his son in his place, while he kept in close touch with his trade by means of letters

and blotters. This teamwork enabled the son to succeed in a difficult territory. The old gentleman has long since passed to his reward, but the company still has the trade that he built up.

House-Organ: Any number of successful advertisers use house-organs as a means of maintaining a regular point of contact with their customers and prospects. The only possible objection to the house-organ, as used for this purpose, is that in getting it out some firms go into the publishing business on an elaborate scale, whereas they could accomplish more and at less expense by advertising consistently in business papers reaching the same trade. In many cases, though, this criticism does not hold. Some concerns get out house-organs as supplements to their other many-sided advertising activities. In some cases they have a mixed list that cannot be reached directly with trade-paper circulation. Again they may have such an extended message to deliver to their customers periodically that an entire publication is needed. Most successful house-organ users though, employ the organ not in place of other mediums but as merely a cog in a completely rounded out advertising machine. Marshall Field's publication, for instance, is a combination of house-organ and catalogue, and as I have already intimated it is used as a small part of the plan for following-up the dealer.

In explaining his methods along this line, Ralph Barstow, general sales manager of the Greenfield Tap & Die Corporation said:

"We plan to cover every customer a minimum of four times a year, and in some places we call twenty-six times a year. But we are not content to make the salesmen carry the entire burden.

"Our first effort is a consecutive one developed through our two house publications, the 'GTD Helix' and 'Tap Tips,' the former designed for consumers and distributors, and the latter designed for the salesmen of our distributors.

"These publications go out regularly, one on the 20th of the month, and one on the first of the month, and have established themselves. We shall see to it that their contents do not sag.

"We believe also in merchandising to specified classifications, the advertisements that we run in national and trade publications. This requires reprinting and the addition of further comments to these advertisements, an investment we believe to be profitable.

"In addition, I try to send letters to the entire trade at least four times a year over my signature. These are process letters, but the text is written in a personal spirit."

In describing his house-organ experience A. E. Philips, sales manager of the Welch Grape Juice Company, had this to say:

"About ten years ago we issued a house-organ that reached all of our better retail dealers—about 125,000. It was called 'The Welch Magazine' and carried several departments that proved very interesting to dealers. This was quite expensive and while it was worth the price the first year or two it was later thought to be costing too much for the results obtained.

"Our products are distributed through the wholesaler so that after the 'Welch Magazine' was discontinued, 'The Welchometer,' which was a monthly newspaper for jobbers and jobbers' salesmen, stimulated the interest of the latter so that Welch's was not forgotten during the intervals between our salesman's calls on the retail trade.

"The war was responsible for discontinuing the 'Welchometer' but a sheet similar in size and less regular in publication called 'The Welchman' later made its appearance whenever we had any special message to get across to jobbers' salesmen.

"Two years ago a self-service Grapelade demonstration including some display material was offered direct by mail to better class grocers throughout the United States and this was re-

peated a year ago but with less interest on the part of the dealer."

Eaton, Crane & Pike Co. get out "Pull-Together" simply because they have so much merchandising news to impart to the trade at frequent intervals. That is a common reason for the existence of the house-organ.

Contact Men: Frederick S. Taggart, secretary of the Sterling Silverware Manufacturers Association, writes me that "Some large organizations employ a field secretary or a representative, whose business is not so much to sell as it is to keep contact with the trade and to aid in sales, advertising display and other matters, so that the customer, through appreciation of the service and the small attentions given, keeps the house continually in mind."

Mr. Taggart is right. Many companies do maintain contact men, whose duty it is, not particularly to sell, but to give service to their customers and to do what else they can to keep their propositions before their customers. Most of the big horticultural advertisers of the Pacific Coast have contact men. They do not, as a rule, have any direct sales representative call on the dealer. The fruit is sold through jobbers. It is important, therefore, that some sort of a representative of the association visit the retailer occasionally to let him know that the organization is more than a name. The California Associated Raisin Growers, for instance, had a master baker visit bakers to show them how to make raisin pie and other raisin delicacies. I believe the prune growers do likewise. Paul Findlay, at one time on the editorial staff of **PRINTERS' INK**, for a couple of years furnished the California Fruit Growers' Exchange with a most unusual contact service. He toured the country, and spoke almost daily before grocers' associations and other business bodies on turnover, prices, profits and merchandising and how these topics are influenced by advertising.



A piece of white canvas may become a rag, or, under skilful hands a priceless painting. A page in The Saturday Evening Post may be of great or small value, depending entirely on what is put into it. The buying of big space does not insure advertising success. It's the skilful use of space that counts.

Gardner—Glen Buck Company

Advertising

New York—Chicago—Saint Louis

A production department that gets things done



How the D. A. C. production plan assures you the right kind of Direct Advertising at exactly the right time

IT IS a simple creed which actuates the folks who make up the personnel of The Direct Advertising Corporation. First, the thing must be done; second, it must be done right; and third, it must be done on time.

It is the business of our capable production department to see that every other department of the D. A. C. co-operates and co-ordinates to the end that your Direct Advertising material is properly prepared and promptly delivered.

As a client of this organization, you are not burdened with details. You do not have to worry about copy, composition and layouts. You side step the bugaboo of buying art work and engravings. You have no need to go out into the open market and hunt up a man here, another there, and still another over yonder. We take care of everything under one roof. And each detail—each step in the campaign—is under the direction of men who know. We believe in the efficacy of an undivided responsibility. Our experience has proved that it is the one sound basis upon which to build a Direct Advertising organization.

Would you like to know more about us—the things we are doing for others; the things we can do for you? A brief note will bring a capable merchandising man to talk things over with you. Or, if you prefer, dictate a letter telling our Advisory Board just what your problem is—and what you wish Direct Advertising to accomplish in the building of your business.

A Direct Advertising Book

Our new book, *Stepping Stones to Sales Success* deals with tested plans and proved methods of Direct Advertising. It will be sent gratis to interested executives. To others the price is \$1.00 per copy postpaid.



THE DIRECT ADVERTISING CORPORATION

BURTON BIGELOW, *President* S. F. McCANN, *Secretary*
MAXWELL DROKE, *Vice-President* B. G. SALTZGABER, *Treasurer*
549-B North Capitol Avenue INDIANAPOLIS, IND.

The Victor Talking Machine Company has a staff of trade emissaries, who do not take orders, except occasionally one may be handed to them incidentally. The chief task of these men is to give service. Victor instruments are sold through jobbers. The function, therefore, of the company's trade emissaries is to supplement the efforts of the jobber's salesmen in teaching the dealer how to sell his goods. These men must have the ability of salesmen, but in addition have a thorough understanding of merchandising, advertising, accounting, store systems, etc.

Whether or not a manufacturer has direct salesmen, "contact" men will be found, for many propositions, one of the best ways of maintaining a point of interest between the manufacturer and his trade.

Advance Cards: This is one of the most extensively used methods of keeping in touch with buyers between the trips of salesmen. Some salesmen follow up their calls by sending the buyer a card or a letter a few days after the visit. And many salesmen send more than one advance card before they call. They often send a card when they leave the factory with the new line. A few weeks later the salesman may send out another card, saying that he is still headed in the dealer's direction and to hold his orders. Then when he knows the exact date of his visit, he sends another card to the prospect giving him this information. L. Adler Brothers & Co. are one concern that use a system of this kind. For every salesman, they print a supply of advance cards on blotters showing the salesman's picture, dressed in an Adler-Rochester suit. On the blotter also is a calendar for the three months during which the salesman will be on the road. Each blotter contains the salesman's signature. When the card is sent to the merchant, the date is checked, showing when he may expect the salesman to call.

Better Division of Territories: I have just received a letter from



Something to Brag About

That is what we try to make every advertisement we set.

We want to brag about its excellent appearance; how quickly and correctly it was set; and, above all, how reasonable its cost.

We'd like a chance to brag about some of your work.

Day and Night Service.

Phone FitzRoy 2719

P. J. PERRUSI - N. A. KWEIT

**ADVERTISING
AGENCIES' SERVICE
CO. : Typographers**

209 West 38th Street
New York

A Sure Way to Help Your Salesmen

Operate efficiently. See that they know when and how to get to their prospects.

Have them acquainted with the correct scientific methods of approach, of actually closing their prospect, of keeping the client thoroughly sold. Teach them salesmanship from every angle.

This information is available, beginning with the May issue, in a series of articles by

Gordon J. A. Hargrave

the nationally known character analyst, whose selling system is used by many of the largest concerns in the United States for all of their salesmen and branch offices. This system is applicable to any line of selling.

Mr. Hargrave has recently signed a contract for \$39,000 for a series of 26 articles, which includes his entire course in SUPER-SALESMANSHIP, for

The Sample Case

We prefer to have your men subscribe individually, and feel that it is up to you to see that they do so, or else subscribe for them—it is worth money to you.

Subscription price, \$1 per year

Note following offer

THE SAMPLE CASE,
638 N. Park Street, Columbus, Ohio.
Attached find \$2.00 for each subscription. Please send The Sample Case for 26 months, beginning with the May issue.

Name
Address

Wm. A. Harris, vice-president and sales director of The Flintkote Company, Inc., in which he says:

"Our salesmen are supposed to continuously supplement their personal calls by telephone calls and letters to their customers and prospects. We issue printed price lists at intervals of every three or four weeks that go to all of our customers and prospects.

"We feel, however, that practically our entire dependence must be upon the salesman himself, and where a salesman has been unable to keep in close touch with his customers, it has usually worked out that he had too much territory, and sooner or later a revision has been brought about.

"Comparison of results in territories of reduced size, as compared with their former size, nearly always show an actual increase in volume, indicating that reduction in the salesman's territory actually increased his opportunity. Most of our salesmen are married men living in fairly central points in their territories. Having established with their customers and prospects their identity, their connection, their home address and telephone number, our customers frequently use these home addresses of salesmen as points of contact with the company, and as most of our salesmen are married, their wives serve as very capable assistants in giving information to customers, in corresponding with them, and whenever necessary, in bringing about prompt contact between their husbands and the customer who needs immediate attention."

Mr. Harris' handling of the subject is to be highly commended. After all when you get right down to it, nearly all sales territories are too large. No wonder salesmen are not able to call often enough and it is necessary to use some other means of supplementing their efforts. The peculiar thing about it is that in nearly every case, sales and profits increase just as soon as the size of territories is cut down. PRINTERS' INK has recorded numerous in-

It Pays to Analyze!



There's nothing spectacular about *analysis*. The procedure, in fact, is prosaic in the extreme.

Which may be one reason why so many campaigns are rushed into the publications on the general theory that "It Pays to Advertise."

No organization in America has stronger faith in the sales-power of good advertising than have we.

This faith is born of experience. But we advocate and we practice the most thorough-going *analysis* of the product — the market — competition — manufacturing problems — selling problems, etc. — *before* launching an advertising campaign.

Then the spectacular features of advertising can come into play, with dramatic success as a climax.

Our clients' advertising campaigns afford the best possible evidence that *it pays to analyze!*

JOHNSON, READ
& COMPANY
INCORPORATED
Advertising

202 SOUTH STATE STREET, CHICAGO
Charter Member American Association of Advertising Agencies

PICTORIAL REVIEW

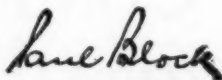
In the January February and March issues, Pictorial Review carried more advertising than any other woman's magazine (with one exception.)

The May issue (forms for which have just closed) carries 30% more advertising than the same issue of last year.

The print order for the April edition is 2,200,000 copies.

PICTORIAL REVIEW

America's Leading Women's Magazine



Advertising Director.

Mar.

stance
article
"Wor
by J.
Toled
Febru
Mont
is th
had n
sales
Their
They
the c
mark
that r
The
the L
Wm.
satisf
that
bers'
uct e
worry
the r
thoug
jobbin
ideal
can d
must
the j
own
bringi
to his
tising
manif
can h
point

Hen

The
Neenal
has pl
Henri,
adverti
magazi
account
are Ro
of "V
farm
Escalar
facture
use ne

Ha

The
Philade
meters,
other s
its acco
man A
A b
campaign
diate r

stances of that kind. A splendid article on this very subject, "Working the Invisible Market" by J. P. Newell, sales manager, Toledo Scale Co., appeared in the February issue of *Printers' Ink Monthly*. The invisible market is the market that the company had not been working because its salesmen did not have the time. Their territories were too large. They were kept busy skimming the cream, neglecting the bigger market hidden under the surface that required more intensive work.

The Jobber: A concern, such as the Russia Cement Co. or the Wm. Wrigley Company, that has satisfactory jobbing relations and that thus has thousands of jobbers' salesmen pushing their product every day need not seriously worry about losing contact with the retail trade. The trouble is, though, that seldom does the jobbing relation attain such an ideal state that the manufacturer can depend altogether on it. He must supplement the activities of the jobber and the work of his own direct representatives by bringing advertising in some form to his assistance. Without advertising in at least one of its many manifestations, no manufacturer can hope to maintain an adequate point of contact with the retailer.

Henri, Hurst & McDonald Has New Accounts

The National Fibre Textile Company, Neenah, Wis., maker of Neenah rugs, has placed its advertising account with Henri, Hurst & McDonald, Chicago advertising agency. Newspapers and magazines will be used. Other new accounts for Henri, Hurst & McDonald are Rosenbaum Bros., Chicago, makers of "Vitality" stock feeds, for which farm papers will be used, and Jose Escalante & Company, Chicago, manufacturers of Corina Cigars, which will use newspapers.

Has Thwing Instrument Account

The Thwing Instrument Company, Philadelphia, manufacturer of pyrometers, galvanometers, humidimeters, and other scientific instruments, has placed its account with the H. Arthur Engleman Advertising Agency, Philadelphia. A business paper, and a direct-mail campaign is being planned for immediate release.



An ADVERTISING AGENT'S FAITH in "PUNCH"

ONE OF THE shrewdest and most successful British Advertising Agents, whose business has assumed large proportions and who spends for his clients each year many thousands of pounds in "PUNCH," uses "PUNCH" also for the advertising of *his own business*, to the extent of hundreds of pounds, in full pages, believing that what is so good for his clients is good also for himself.

ROY V. SOMERVILLE
Advertisement Manager "PUNCH"
10 Bowyer Street
London, E.C. 4
Eng.

Michigan Facts:

MICHIGAN raises about seven million bushels of apples a year.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street

R. R. MULLIGAN

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

Our booklet, the
"School Idea," sent
on request.
Established 1913

USA

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

563 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Chicago Agency Admits New Partners

Henri, Hurst & McDonald, Chicago advertising agency, has admitted three members of its organization into partnership. The new partners are John A. Manley, Charles R. Crowell and St. Clair Carver. Mr. Manley has been with Henri, Hurst & McDonald for three years and was before that time in charge of the dealers' merchandising and advertising division of Hart Schaffner & Marx, Chicago clothing makers. Mr. Crowell has also been with the agency for several years and was formerly with Williams & Cunningham and Lord & Thomas, Chicago advertising agencies. Mr. Carver has been with Henri, Hurst & McDonald since its early days.

Death of Lieut.-Col.

R. G. Cholmeley-Jones

Lieut.-Col. Richard Gilder Cholmeley-Jones, who was for seven years advertising manager of the *Review of Reviews*, and who later became director of the War Risk Insurance Bureau and vice-president of the Finance and Trading Corporation, died in New York on February 21. He was thirty-eight years old.

New Sales Manager for Kaufman & Bros.

Berrien Walker has resigned from the sales staff of Alfred Decker & Cohn, makers of Society Brand clothes, Chicago, and has become sales manager of Chas. Kaufman & Bros., clothing manufacturers, Chicago. Mr. Walker was at one time manager of the wholesale division of Rogers Peet & Company.

Will Handle Advertising for New Encyclopedia

F. E. Compton & Co., Chicago publishers, have placed the advertising account for Compton's Pictured Encyclopedia with the Chicago office of Ruthrauff & Ryan, Inc., New York advertising agency. A national campaign in magazines is being planned.

With National Publishers Association

Duncan M. Ferguson, formerly advertising manager of the American Steel Export Company and Automotive Products Corporation, has been appointed field secretary of the National Publishers Association with headquarters at New York.

W. C. D'Arcy Made Receiver of Best-Clymer Co.

W. C. D'Arcy, president of the D'Arcy Advertising Co., St. Louis, has been appointed receiver of the Best-Clymer Manufacturing Co., jams, jellies, syrups, etc., St. Louis.

EXHIBITORS HERALD

THE INDEPENDENT FILM TRADE PAPER

Is under scrutiny of forward-looking advertisers seeking new and profitable markets for everything used in the construction and operation of modern motion picture theatres.

Carpets—Furniture
Electrical equipment
Fire extinguishers
Organs
Motor generators and converters
Heating systems
Ventilating systems
Cooling systems
Lumber and steel for building construction
Ornamental plaster.
Automobiles
Cameras
Flooring
Spot-lights
Portable projectors
Portable typewriting machines
Roofing
Private telephone system
Fire alarms and burglary protection
Insurance protection—plant equipment
Building and painting supplies

An intensely interesting publication from every angle

EXHIBITORS HERALD

MARTIN J. QUIGLEY, Publisher

CHICAGO

NEW YORK

LOS ANGELES



Mark these days

"Milwaukee"

Come to the Convention for Facts and Fun

You'll have the time of your life—and you'll glean a bunch of business-building ideas—when you get together with the Ad-men of the World in Milwaukee next June. The big men who pulled business through the slump of 1921—who made sales when "it couldn't be done"—will be there to meet you—and help you.

An Interesting Investment

Consider your trip to the A. A. C. of W. 1922 Convention as a safe investment with guaranteed dividends. You'll make valuable business friends and greet old pals again. You'll live alongside super-salesmen—you'll be enriched by their experiences and broadened by an exchange of views.

You owe it to your business to be in Milwaukee June 11-15—you owe it to yourself to come for the carnival of fun and merriment. This is a personal invitation to you—we want to meet you in Milwaukee.

For information write

MILWAUKEE ADVERTISING COUNCIL
Hotel Wisconsin, Milwaukee, Wis.

Programme Plans

All addresses in big Auditorium—cool and comfortable—seats 10,000. Small halls in same building hold departmental meetings.

Personal attention promised every visitor. A Milwaukee man will show you the sights and see that you're entertained every minute.

Special parties planned for women. Milwaukee's social leaders in charge.

Dancing day and night. Big carnival ball.

Boat rides on cool Lake Michigan.

Big boxing bout.

Banquets—departmental dinners.

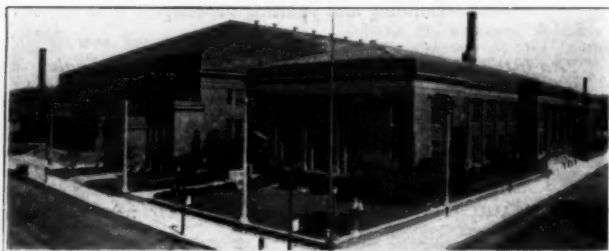
Automobiles at your service.

Golf—bathing—outdoor sports.

Some surprises, too.

All Free

Reduced rates on all railroads—fare and one-half for round trip. Reservations now being taken for rooms—low rates.



Milwaukee Auditorium—Best Equipped Convention Hall in the World

Better Business Bureau Meeting

THE appointment of a committee to meet the request of the National Association of Classified Advertising Managers for co-operation in keeping the classified columns of newspapers free from the advertising of fraudulent schemes, passage of a resolution looking to the adoption of standards to eliminate the abuse of comparative price claims in advertising, and endorsement of the plan to operate the National Vigilance Committee of the Associated Advertising Clubs under the supervision of a Board of Trustees, featured the semi-annual convention of the National Better Business Commission, which closed a four-day session at St. Louis on February 24.

Thirty-five representatives from the National Vigilance Committee, Better Business Bureaus and Commissions and local advertising clubs were in attendance.

L. J. Boughner, of the Chicago *Daily News*, president of the National Association of Classified Advertising Managers, presented the plan proposed by his organization to enlist the National Vigilance Committee and its affiliated bureaus in stamping out deception in classified advertising columns.

Adoption of the resolution on comparative price claims followed a prepared debate on that subject, with F. R. Miller, manager of the Los Angeles Better Business Bureau, and John N. Garver, of the Akron Better Business Commission, supporting the abolition of comparative prices, and Ferris Olwin, of the Indianapolis Bureau, and George S. Langland, of Minneapolis, favoring their continued use under proper regulations. There was no decision on the debate, but after much discussion the conference unanimously adopted the following resolution:

The Board of Governors is instructed to confer immediately with national retail organizations, such as the National Retail Dry Goods Association, the National Retail Clothiers, the National Garment Retailers, the Furniture Retailers

GIBBS PRESS

INCORPORATED

*Announce
the coming to their
organization
of*

EDWARD
ALONZO
MILLER

*Designer of
Printing*

Mr. Miller's practical experience in the planning and preparation of advertising literature—booklets, folders, etc. is now available to our customers.

...

Previously associated with
Norman T. A. Munder Press
Oswald Press
A. Colish, Printer

241 WEST 37TH ST.
New York

Telephones: FITZ ROY 1346-7

WIGGINS

Peoples Book Form

CARDS

Are Different Cards

MOST people think of business cards as simply cards, but there's as big a difference between cards as between people.

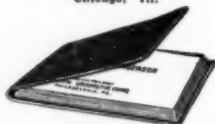
Some people you remember—others you don't. The ones you remember had a personality that made an impression. Just so with Wiggins Cards. They have a personality—they make an impression—people remember them.

Write today for specimen tab and further information.

THE

JOHN B. WIGGINS COMPANY
Established 1857

1105 South Wabash Ave.,
705 Peoples Gas Bldg.,
Chicago, Ill.



Going to that Convention?

You can bet Jim Smith is going!

WHY?

Jim always makes a lot of new friends; gains new customers; and gets new ideas at every Convention he attends.

Jim's plan for building business at Conventions would be a mighty good method for your sales force to adopt.

World's Convention Dates

Provides an authentic record of coming

CONVENTIONS
EXHIBITIONS
BANQUETS

Published monthly at
1402 Broadway, New York City
(Descriptive leaflet upon request)

of the United States and the National Shoe Retailers, as well as the Associated Retail Advertisers, looking to standards eliminating the abuse of comparative price claims, for the definite improvement of retail advertising, in order that its business efficiency and service to the public may be increased.

The commission went on record as believing that the present abuse of comparative price claims in retail advertising, through exaggeration, is seriously menacing the value of advertising by lessening its believability and undermining public confidence.

At the closing session the following resolution was adopted by unanimous vote:

Whereas, the operation of the Vigilance department and the collection and disbursement of Vigilance funds have been determined to be vested in a Board of Trustees,

Therefore, be it resolved that the National Better Business Commission heartily endorses this plan of operation and financing, believing that it will result in a steady and substantial growth in the nation-wide campaign against advertising abuses and in developing larger and even more effective service to the local Bureaus and Commissions.

Audit Bureau Decides on Coupon Campaign

At a meeting of the board of directors of the Audit Bureau of Circulations in New York on February 24 the directors unanimously confirmed their ruling of January 20 regarding circulation derived from coupon campaigns. After March 31 circulation obtained by methods such as the giving out of coupons which possibly may be good for money prizes will not be accepted as regular bona fide circulation by the bureau and will be segregated and specially noted on all bureau circulation reports.

New York Advertising Club's Annual Dinner

The New York Advertising Club held its annual dinner dance at the Hotel Astor on the evening of February 21. A show, "A Night in Spain," written, staged and acted by members of the club, was the feature of the evening. There was an attendance of over 650 members of the club and their guests.

Advancement for H. D. Cushing

H. D. Cushing, advertising manager of the *American Legion Weekly*, New York, has been made general manager and advertising director of that publication.

There actual guess actual to buy costs t For mure this long month af published wonder t January

of all Here A (These n tising Ag Figures I

Local I Foreign Automot Classifi Total C Medical I

Note the The city history of city circ Council E distributio in the tw City Clr Suburban Country

Write our this terri Magazine

T OMA

the evidence

of a great confidence

There never has been a time when advertising has been purchased so much by actual experience as it is today. Advertisers are taking no chances, the spirit of guess and gamble are gone. They want only the safe and sound, the proven, the actual "result" getters on their list of newspapers NOW. Neither are they willing to buy duplicate circulations. Concentration is the watchword. Lower selling costs the necessity.

For more than fourteen years the World-Herald has been Omaha's predominant newspaper. During all this long period it has led both the other Omaha newspapers in nearly every department of advertising, month after month. In January, 1920, the World-Herald published 39.2% of all the clean advertising published by the three Omaha newspapers. January, 1921, it published 43.6%. Is it then any wonder that during this period of more careful buying the World-Herald should set a new high January record?

46.4%

of all clean advertising in January 1922

Here Are the January Advertising Totals

(These figures have been furnished by the Haynes Advertising Agency, and are without influence by any publisher. Figures in lines.)

	World-Herald	2nd Paper	3rd Paper
Local Display.....	490,770	332,388	324,520
Foreign Display...	71,862	37,016	31,094
Automotive	23,926	18,102	15,694
Classified	131,742	63,294	55,216
Total Clean Lines	748,300	450,800	326,524
Medical	None	29,428	54,852

Interesting Circulation Figures

Note the January circulation figures of the World-Herald. The city circulation is today at the highest point in the history of the newspaper, for both daily and Sunday. The city circulation of the World-Herald covers Omaha and Council Bluffs like a blanket, offering more than 80% distribution amongst the 48,000 possible purchasing homes in the two cities.

	Daily	Sunday
City Circulation	39,543	37,041
Suburban Circulation	10,673	9,989
Country Circulation	30,839	30,292
	80,755	77,322

Write our service department for any information regarding this territory. 1922 Surveys Ready for Distribution. **Margarines—Condensed Milks—Coffee—Laundry Soaps—Washing Powders.**

The OMAHA World-Herald

Nebraska's Predominant Newspaper

O'MARA AND ORMSBEE, Repr., Chicago, New York, San Francisco

A Few January Classifications (Figures in Lines)

Women's Apparel

World-Herald	50,946
2nd paper	23,722
3rd paper	16,478

Men's Apparel

World-Herald	32,558
2nd paper	18,872
3rd paper	16,792

Department Stores

World-Herald	163,114
2nd paper	123,900
3rd paper	96,544

Food

World-Herald	80,632
2nd paper	30,478
3rd paper	28,812

Furniture & Hardware

World-Herald	59,220
2nd paper	38,850
3rd paper	34,050

Real Estate

World-Herald	40,754
2nd paper	18,340
3rd paper	14,434

Help Wanted

World-Herald	17,542
2nd paper	6,314
3rd paper	4,900



It has been said that every great institution is a shadow of a man.

This means, of course, that a man puts his character into his business—into the article he sells and into his dealings.

How necessary it is, therefore, that your advertising should go beyond the mere telling of news about your article and should reflect—between the lines—the character of the man behind the business.

Is this not as important as the merchandise itself?

We should like to put on our mailing list any executive, within a night's ride of New York, who is interested in this kind of advertising.

John O Powers Co

50 East 42nd Street New York

Advertising

Gold Dust's "28 Uses"

(Continued from page 6)

The company also learned that dentists use Gold Dust, not in their patients' mouths, but for many laboratory purposes.

Among the advertisable uses, however, was the one described in a letter that the company received from a woman in Washington:

"The manager of a big dairy told me that he used only Gold Dust for cleaning separator, milk cans and all milk utensils because it thoroughly dissolves all grease and leaves the utensils sanitary.

and flower vases might be kept sweet and clean; that Gold Dust and hot water keeps nickel and silverware clean and sparkling; how awnings may be made to look new every year by scrubbing them with Gold Dust; how clothes-lines and racks may be kept free from soot and dust; and how to take the burned-in crust from cooking pans and kettles with boiling water and Gold Dust.

All of these suggestions were made into advertisements and used as "readers" in conjunction with page display advertisements.

The magazine campaign now running consists of pages in full color. Periodicals in the farm



THE "TWINs" IN ECLIPSE IN STREET-CAR CARD ADVERTISING, WHILE A SPECIFIC USE OF THE PRODUCT IS PLAYED UP

Since then I have used Gold Dust for baby's bottles, milk bottles, cream whips and ice-cream freezers. It used to be difficult to keep these things fresh and clean. But I have found, as did this dairyman, that Gold Dust is the easiest, most thorough cleanser."

Another woman wrote:

"When my kitchen sink became stopped up and I called the plumber, he said, 'If you want to save plumbers' bills why don't you use Gold Dust? Gold Dust in hot water dissolves grease and flushes away all waste matter from the drainpipes."

Another wrote in and described how she used Gold Dust for cleaning her cut glass. Other suggestions described how jardinières

field will this year be added to the list of women's magazines. The copy for the farm publications is particularly interesting because the farm market is a comparatively new one. The first advertisement shows illustrations of farm equipment such as a milking machine, a churn and milk pails and the emphasis throughout is laid on the sanitary idea, as the copy reads:

"You want things to look clean—of course! You want them to sparkle and shine like new—naturally! But they must be more than clean to the eye—they must be sanitarly clean inside and out.

"The answer is Gold Dust, whether it's a milk can, a coffee

A Testimonial From the Largest Medicine Maker in the World

"We get STANDARD REMEDIES regularly and consider it an exceedingly valuable publication to anyone in the proprietary medicine business."—W. E. Wales, Sterling Products Co., Wheeling, W. Va.

Not only has STANDARD REMEDIES strong reader interest, but it reaches 85 per cent of a field producing over \$212,000,000 of proprietary medicines annually. You can sell through it

Ad Copy Service	Corks
Ad Novelties	Drugs
Alcohol	Glycerine
Booklets	Labels
Bottles	Lithography
Boxes (all kinds)	Machinery (pharm.)
Cans (all kinds)	Private Form. Serv.
Capsules	Signs
Cartons	Tubes (cellulose)
Chemicals	Window Displays

If you advertise the foregoing or allied commodities, send for a copy today.

"Standard Remedies"

440 South Dearborn St., Chicago, Ill.



Leiman Bros. Blower and Vacuum Pump—PATENTED

The Suction that Feeds the Paper

In the Printing Press, Folder or Ruling Machine

Vacuum or Blowing Pressure of Air

TAKES UP ITS OWN WEAR

Therefore you can rely on it for continuous satisfactory service. See that your feeder has a

LEIMAN BROS. Rotary Positive High Pressure **BLOWER and VACUUM PUMP**

doing the feeding. Used by all the first class feeders. Also used for agitating electrotyping solutions.

Catalog BF-B

LEIMAN BROS. NEW YORK

Makers of Good Machinery for 35 years

pot, or a dainty piece of china or cut glass from your table.

"Gold Dust is a vegetable oil soap powder which dissolves immediately and completely in any kind of water. It loosens dirt and grease so that they wash away with no trouble at all. And that means no scratches in the separator, churn or milking machine to provide a lodging place for fat and dirt. It also means a great saving of time and labor.

"Use Gold Dust for every cleansing purpose about the house and dairy. For quick, sanitary cleansing, keep a package handy."

About half the population of the United States live on farms. The man who lives in the city is inclined to think that he is a more important citizen and a better customer than the farmer. If he knew more about the modern farmer, however, he would change his opinion. Advertisers frequently make the mistake of assuming that the city home will find a greater use for their products than the rural home, whereas the opposite is more generally the case, that is, the rural home is a bigger and more complicated unit. It is more self-contained, more self-supporting, because, for one thing, it is cut off from municipal service.

The following advertisement is addressed to the farmer, and is illustrated with pictures of kitchen utensils, a cream separator and a porcelain washstand. Think how many more opportunities for the use of Gold Dust (and brushes, pails, pans, harness, brooms, mops, flashlights, alarm clocks—continue the list indefinitely, O all ye advertisers of such products) there are on a farm than there is in a city home:

"What sunshine is to the crops, Gold Dust is to the home. Its harvest is cleanliness—hygienic cleanliness. Milk churn or kitchen floor, separator or chinaware, milk cans or coffee pot, things in the house or things in the dairy, there are dozens of demands for Gold Dust every day.

"Gold Dust eases the burdens of housework, creamery work, dairy work. It works quickly, thoroughly, gently. No hard

Productive Wisconsin

Wisconsin is a *productive* field for national advertisers because of its *balanced* industrial and agricultural leadership.

More than 790,000 persons are working in *paying* occupations in the territory influenced by these newspapers. Of this number, 482,000 are engaged in industrial and mercantile activities and 308,000 in agricultural pursuits.

The total valuation of Wisconsin's crops exceeds \$445,000,000—and that of dairy products is greater than \$252,000,000. Wisconsin is the *first* State in the Union in this classification.

Wisconsin's buyers are *diversified*—earning and able to buy. Here is an *active*, powerful demand for *all* kinds of goods.

Get your share of this *abundance* of business in Wisconsin. The biggest part is centered in 30 prosperous markets with an average population of 37,500 buyers—the whole or any desired part of this massed market can be *directly* and *economically* reached through these Wisconsin newspapers.

30 Massed Markets in

A complete campaign may be placed in the entire 30 papers with one minimum effort and cost. For full information write

Wisconsin Daily Newspaper League

H. H. BLISS, Secretary
Janesville, Wisconsin



Antigo Journal
Appleton Post-Crescent
Ashland Press
Beaver Dam Citizen
Berlin Journal
Beloit News
Chippewa Herald
Eau Claire { Leader
 { Telegram
Fond du Lac Commonwealth
Green Bay Press Gazette
Janesville Gazette
Kenosha News
La Crosse Tribune and Leader-Press
Manitowoc Herald-News

Marinette Eagle-Star
Merrill Herald
Monroe Times
Oshkosh Northwestern
Portage Register-Democrat
Racine Journal-News
Rhinelander News
Sheboygan Press-Telegram
Stevens Point Journal
Stoughton Courier-Hub
Superior Telegram
Watertown Times
Waukesha Freeman
Wausau Record-Herald
Wisconsin Rapids Tribune
Wisconsin State Journal

Another Record

In its 1922 Automobile Show Number
THE ROCHESTER HERALD published

88,767 Lines

of automobile, tire and accessory display advertising—15,098 lines more than the combined lineage of the Democrat and Chronicle, the Post Express and the Times-Union.

THE ROCHESTER HERALD 88,767 agate lines

Democrat and Chronicle - - - - 34,525 agate lines

Post Express - - - - - 22,848 agate lines

Times-Union - - - - - 16,296 agate lines

We believe this is the greatest volume of automotive advertising that has been published by any newspaper in a single issue anywhere this year, and that **THE ROCHESTER HERALD** retains the National Record which it won in 1921.

Classified Automobile Advertising During Show Week

HERALD	Democrat and Chronicle	Times-Union
33,642 lines	7,175 lines	2,271 lines

In this department **THE ROCHESTER HERALD** published 24,196 lines more than the other Rochester newspapers combined.

THE ROCHESTER HERALD

"Western New York's Home Newspaper"

John M. Branham Co.
 Representatives

New York	Chicago	Detroit	Atlanta	St. Louis
	Kansas City		San Francisco	

Mar.

rubbi
 cated
 and a
 Diss
 born
 mirror

If
 anoth

keep
 not-o

Urban
 dwell

to im
 New

Goph
 happ

vertis
 of th

to the
 Chica

peopl
 Reno,

Chica
 The

one s
 anoth

nation
 crete

defini
 Elami

to let
 take i

at hin

The
 teache

is dan
 uses.

For

has a
 has to

is goo
 But it

Dust

For

a garl
 he do

ciety.

we w
 more

not.

call f
 except

not ha

It's
 good

"low-c
 mosph

stop h
 at th

needs
 provid

have
 side o

rubbing or scouring. No complicated directions. Just hot water and a little of this magic cleanser. Dissolves the dirt. Releases stubborn milk grease. Every utensil mirror-bright and sanitary."

If there is one word more than another that advertisers should keep constantly in mind it is that not-often-heard word, "urbacity." Urbacity is a disease that attacks dwellers in cities and causes them to imagine that the world is like New York or Kankakee or Gopher Prairie or wherever they happen to live. It makes an advertiser living in New York talk of the "subway" in his message to the nation, or an advertiser in Chicago mention the "Loop" to people who live in El Paso or Reno, to whom New York and Chicago may be only far-off ideas. The country is homogeneous in one sense and heterogeneous in another and the message of the national advertiser must be concrete enough to mean something definite to "Parthians, Medes and Elamites" as well as broad enough to let the "undiscovered prospect" take it home to himself as aimed at him alone.

The Gold Dust campaign also teaches another lesson: that there is danger in featuring "low-down" uses.

For example, every household has a garbage receptacle, and it has to be cleaned and Gold Dust is good for cleaning such things. But it is not referred to in Gold Dust advertising. Why?

For the simple reason that while a garbage pail is a useful citizen he does not belong in polite society. Yet we all have 'em, and we who are farmers have 'em more acutely than we who are not. Because the farmer has to call for and dispose of his own, except poor farmers, and they do not have any.

It's good to keep a product in good company. Enumerating its "low-down" uses gives it an atmosphere that makes the reader stop his nose whenever he looks at the advertisement. Human needs are sufficiently numerous to provide enough of the kind that have to do with the pleasanter side of life, so that the other kind

Advertising Manager Wanted

One of our clients in a Southern city, a rapidly expanding company which underwrites and sells by mail real estate mortgage bonds, is seeking an advertising manager of an unusual type.

He must have, or be able to acquire, a grasp of the investment viewpoint.

(The viewpoint of our client's customers is different from that of trained investors in the large cities, for they are mostly small-town people, unused to financial terms, but endowed with common sense and quick to respond to a human-interest appeal.)

This advertising manager must have a thorough knowledge of printing and be able to get good-looking typographical jobs from the local printer.

He must be a man prolific in ideas, capable of keeping pace mentally with a business whose rapid growth is constantly presenting opportunities for the effective use of direct-mail advertising.

A large part of his work will be to co-operate with us by handling, at his end, the great volume of detail connected with the company's extensive advertising, which is prepared and placed by us.

The man we are seeking will have had a mature advertising experience, preferably acquired by making good in one or two jobs, rather than by frequent changes of position. Applicants should give full details about themselves and salary desired.

Albert Frank & Company
Advertising

14 Stone Street New York

A Sales Executive

Who has had fifteen years' experience in high-powered selling is available on June first. This man is thirty-four years of age and has handled a number of big projects. His record of sales for 1921 was over a million and half dollars on a market which was extremely difficult to invade. He desires a connection where he can accomplish greater results and where he will be paid a salary commensurate with his success. His present connection will be terminated June first and he invites correspondence.

Address

"M. D." Box 163

care of

Printers' Ink

can safely be left to take care of themselves.

One of the most attractive of the general advertisements is the one that "brings Gold Dust into the dining-room":

"You take pride in your dainty tea table and tea wagon, don't you? And you want to keep your teapot and coffee percolator, your cut glass and china 'sweet' and sparkling—always ready for visitors!

"One housekeeper, who always asks her grocer for Gold Dust, insists that no other cleaner will daily add such a sparkle to china, nickel and silver, because no other cleaner will cleanse so thoroughly as Gold Dust. And no other cleaner will keep 'milky and buttery' things so sweet because no other cleaner so thoroughly—and easily—dissolves the grease. Here is her Gold Dust recipe:

"Place a scant tablespoon of Gold Dust in the dishpan. Fill with hot water. Use a soft cloth or dish mop for china. For percolator and silver use a soft brush. Scald with clear, hot water."

An interesting feature of this new Gold Dust advertising is the manner in which suggestions are incorporated in the copy for preparing Gold Dust for various uses. This is done by means of marginal panels. One of these reads, "Four heaping tablespoonfuls of Gold Dust to a quart of boiling water makes the finest, most cleansing soft soap."

Another shows a graduating glass and the words, "See! Gold Dust dissolves completely. That is why Gold Dust rinses away perfectly and leaves only wholesome cleanliness." Still another shows a kitchen sink and a dishpan full of dishes: "Washing dishes isn't such a task, if Gold Dust is your ally. How quickly grease dissolves! And how the dishes sparkle!"

The whole series of advertisements is worth careful study. It displays craftsmanship of a high order. As an outstanding example of how advertising creates new markets by suggesting new uses the campaign described in this article is a most successful achievement.

Mar.

A
idea
snake
desert
It
settling
An
Arizona
wealth

AI

PHOENIX

NY
Rob
Bru

—some folks get this:



—and miss this:



A part of the American public has formed a hazy romantic idea regarding Arizona. Their impression includes a rattle-snake, a cowboy's lariat, heat waves rising from an endless desert and a good measure of romance.

It is all picturesque enough and forms a wonderful setting for stories that entertain you and us.

And nothing is deducted from the romance or history of Arizona when one learns that it is a business-full commonwealth doing things in a hearty, big way.

Arizona bank deposits in the past ten-year period jumped from eighteen millions to eighty-five millions. Phoenix building permits have grown 900% since 1908. Valuation of Arizona property multiplied itself by ten in ten years.

In this thriving, growing territory the ARIZONA REPUBLICAN is the greatest newspaper. Its circulation has more than doubled in five and a half years, without premiums. Nothing besides an excellent newspaper is given for the subscribers' money. Circulation now practically twice as great net paid as next largest paper in Arizona.

An excellent service department is awaiting the opportunity to co-operate with your advertising campaign in the REPUBLICAN.

ARIZONA REPUBLICAN

AN INDEPENDENT PROGRESSIVE JOURNAL

PHOENIX

ARIZONA

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK
Robert E. Ward
Brunswick Bldg.

CHICAGO
Robert E. Ward
Mallers Bldg.

SAN FRANCISCO
W. R. Baranger
Examiner Bldg.

LOS ANGELES
W. R. Baranger
Title-Insurance Bldg.

SEATTLE
W. R. Baranger
Henry Bldg.

Newark Evening News

FOURTH

in the United States

FIRST

in New Jersey

AS IT has for many years past, the Newark Evening News, during 1921, exceeded by a wide margin all other New Jersey newspapers and New York City daily newspapers in volume of paid advertising. It ranked fourth among the newspapers of the country in quantity of business carried in week-day editions.

Newark Evening News

Home Office, 215-217 Market Street

Newark, N. J.

Eugene W. Farrell, Business and Advertising Manager

O'Mara & Ormsbee, Inc., General Advertising Representatives,
320 Fifth Avenue, New York City; 1308 Peoples Gas Bldg.,
Chicago, Ill.; 1007 Monadnock Bldg., San Francisco, Cal.

* Frank C. Taylor, New York Representative, 320 Fifth Avenue,
New York City.

Guaranteed Average Net Daily
Circulation for the Year 1921

107,000

M r.

In

Fra
Tribu
presid
Iowa,
Inlan
annua
Chica
tors a
attend
rinato
of Jo
versity
secret
Associ
secret
L. D
Mann
Retail
the co

Servi

A n
service
Indian
Ellis
Howar
well w
and p
Van
dianap
advert
Autom
in the
ness.
writer
agencie
he was
of th
Camps
the G.
apolis.

Veh

The
Trento
sote C
selling
of "Ve
ley Ad
Vehisot
tised in
for con
vertised

Adver

The
vertisin
handlin
paper
Tryon
N. Y.,
men, ur

N

The
Mass.
W. Bir
manufac
and roo

Inland Daily Press Meets in Chicago

Frank H. Burgess, La Crosse, Wis., *Tribune and Leader Press*, was elected president and Wil V. Tufford, Clinton, Iowa, was re-elected secretary of the Inland Daily Press Association at its annual meeting February 21 and 22 in Chicago. One hundred and fifty editors and publishers from thirteen States attended the convention. H. F. Harrington, director of the Medill School of Journalism at Northwestern University; Frederick W. Hume, executive secretary of the National Publishers' Association; Jesse H. Neal, executive secretary, Associated Business Papers; L. D. Staplin, Chicago, and F. P. Mann, president of the North Dakota Retail Merchants Association, addressed the convention.

Service Agency in Indianapolis

A new advertising and merchandising service agency has been established in Indianapolis by Howard Caldwell and Ellis Baker, under the name of The Howard Caldwell Company. Mr. Caldwell was for several years in the copy and plan departments of the Sidener-Van Riper Advertising Company, Indianapolis. He was formerly assistant advertising manager of The Haynes Automobile Company, and before that in the newspaper and publishing business. Mr. Baker has been a copy writer with Indianapolis advertising agencies for several years. During 1921 he was manager of State Headquarters of the Citizens' Military Training Camps Association, and secretary for the G. A. R. Encampment in Indianapolis.

Vehisote Building Boards to Be Advertised

The Agasote Millboard Company of Trenton, N. J., for which The Pantasote Company of New York City is selling agent, has placed the advertising of "Vehisote" in the hands of the Hawley Advertising Company, New York. Vehisote building boards will be advertised in newspapers and Vehisote panels for commercial car bodies will be advertised in a list of trade journals.

Advertises a New Union Suit for Men

The Byron G. Moon Co., Inc., advertising agency, of Troy, N. Y., is handling a newspaper and business-paper advertising campaign for the Tryon Knitting Mills of Amsterdam, N. Y., featuring a new union suit for men, under the trade-name of "Nainbal."

Neponset Account with Greenleaf Agency

The Greenleaf Company, Boston, Mass., has obtained the account of F. W. Bird & Sons, East Walpole, Mass., manufacturers of Neponset shingles and roofing.

20,000

new subscribers in 3 months

makes 125,200
total circulation for

The Sample Case

Columbus, Ohio

Page Rate \$225

Reaches the best type of traveling salesmen and their families in their homes. This class are good spenders and lovers.

92 per cent are married.

60 per cent use automobiles.

50 per cent of circulation in cities of over 100,000.

The Sample Case carries more classified advertisements than any other class magazine.

The only exclusive traveling salesman's magazine of general circulation in the United States.

Note following offer:

THE SAMPLE CASE,

638 N. Park Street, Columbus, Ohio.

Attached find \$2.00 for each subscription. Please send The Sample Case for 24 months, beginning with the May issue.

Name

Address

Salesman Wanted

Well-known business publication has opening on soliciting staff for young man with some experience in advertising and those qualities which make real salesmen — aggressiveness, tact and personality. The work will be in New York in a field where he will come in contact with big men. An exceptional opportunity for a young man who likes to work under pleasant conditions and build solidly for the future. Send full details.

"C. L.," Box 163, care of
Printers' Ink

THE HOTEL REVIEW (WEEKLY)

A.B.C. and A.B.P.

Read by 85 per cent.
of the leading hotel
men of North America.

Over 25,000 agate
lines of advertising
week ending Feb. 18.

**Reach a Market of
\$50,000,000 a Week**

THE GEHRING
HOTEL DIRECTORY

Twelfth Edition now ready

IT TRAVELS WITH THE TRAVELER

GEHRING PUBLISHING CO.

1480 Broadway New York

Art Directors Club Elects

J. H. Chapin

At the annual meeting of the Art Directors Club in New York last week J. H. Chapin, art director of *Scribner's Magazine*, was elected president. He succeeds Heyworth Campbell, art director of the *Nast Publications*, *Vogue*, *Vanity Fair*, *House & Garden*.

Frederick J. Suhr, art director of *George Batten Co., Inc.*, was elected vice-president, and Walter Whitehead of *Newell-Emmett Co., Inc.*, was elected second vice-president.

Gordon C. Aymar, of the J. Walter Thompson Co., was made secretary and Ralph Shultz, art director of the F. J. Ross Co., Inc., was re-elected treasurer.

Heyworth Campbell and Guy Clark, art director of *Street & Finney*, were made members of the executive committee.

Suchard's Chocolates to Be Made in U. S.

Suchard's Chocolates and Cocos, which have been imported in the United States from Switzerland for nearly a quarter of a century, will hereafter be manufactured in the United States. The Suchard products have been imported and distributed in the United States by the Horace L. Day Co., New York.

Horace L. Day of the Day organization has completed arrangements whereby the formulas have been transferred to his company.

The Harry Porter Company, New York advertising agency, will have charge of the merchandising and advertising.

France Honors John C. Shaffer

John C. Shaffer, owner of the Shaffer group of newspapers, was made a knight in the Legion of Honor by the Republic of France in Chicago last week. The decoration was awarded by Antonin Barthelemy, French Consul-General in that city. The Shaffer group of newspapers includes the *Chicago Evening Post*, *Indianapolis Star*, *Muncie Star*, *Terre Haute Star*, *Louisville Herald*, and the *Denver Rocky Mountain News and Times*.

At Chicago for "Chemical and Metallurgical Engineering

Chester H. Jones, formerly industrial editor of *Chemical and Metallurgical Engineering*, New York, has been transferred to the advertising department of the same publication. He will represent that publication in the Chicago territory.

"Hearst's International" Will Change Size

Hearst's International will change its size effective with its June, 1922, issue. The magazine in its new size will have a 429-line page of three columns.

lects

the Art
last week
Scribner's
ent. He
art direc-
Vogue.

ector of
s elected
Whitehead
s elected

. Walter
tary and
the F. J.
ed treas-

y Clark.
ey, were
ive com-

o Be

Cocoas.
e United
nearly a
eafter be
States.
een im-
United
Co., New

organiza-
s where
anferred

y. New
ill have
adver-

Shaffer

he Shaf-
made a
r by the
ago last
arded by
Consul-
Shaffer
the Chi-
lis Star,
r, Louis-
r Rocky

cal and
ring

y indus-
Metallur-
has been
depart-
He will
the Chi

Will

ange in
22, issue
will have
ns.

On March 1st, 1922
MR. WILLIAM P. SCOTT
*becomes vice president
and account executive
of this organization*



BERRIEN COMPANY, Inc.
Advertising
19 WEST 44th STREET
NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building,
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

London Office: 233 High Holborn,
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$3.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Roland Cole Albert E. Haase
Roy W. Johnson E. B. Weiss
C. B. Larrabee

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, MARCH 2, 1922

A Business Built to Endure

It is not enough that a man build up a great enterprise. If he makes no provision to have that enterprise carried on after his retirement, he has been only partially successful.

Through advertising, a certain man has built up a tremendous business. He is thereby benefiting millions of people because he has been able to give them an article of excellent quality at a very low price. He had the vision, he developed the idea; to him and to him alone is the credit of the accomplishment due.

But to do this he had to acquire sole ownership of the company. The business had been established long before he became connected with it. He began as a salaried

employee. Gradually he bought out the owners until he possessed practically the entire stock of the company. What will he do now—keep it? Or will he recognize that it will not be possible for him to continue in the business forever and make provision now so that the public will be able to obtain the benefits that his commercial genius placed at their disposal during his lifetime?

Many successful men have recognized this principle of enduring success and have surrounded themselves with associates who are in full sympathy with the policies upon which the present success of the business is founded. Examples of this may be found on all sides. One example that was brought to our attention recently is that of the Eastman Kodak Company. It is a convenient illustration, because the policies of the company are known to the public in a general way and the product is in wide use.

The Kodak company is not so large as the U. S. Steel Corporation nor the Standard Oil Company. It is what may be called an average-size business of world-wide dimensions. Therefore the business may be said to have many points of resemblance to the great run of average-size businesses and the policies that have been adopted with so much success by Kodak would probably work as successfully in other companies.

George Eastman has surrounded himself with big men. The sojourner in Rochester, N. Y., is invariably amazed to meet so many men prominent in the city's business and social life who are Kodak officials. The founder of Kodak is unafraid of greatness in his own business family.

Many of the men who have risen to positions of power in Kodak today are men formerly at the head of smaller businesses that did not provide the scope for their abilities which these men have since found with the Kodak company. What if George Eastman should retire in the near future? Any one of a dozen men could step into his place and take up his work where he lays it down

and still have about him men enough to perpetuate the Eastman ideals.

What would be the loss to the economic wealth of the country if concerns like Kodak, Victor, Campbell Soups, and others were all to go out of business? The loss would not be merely that occasioned by the throwing out of employment of many thousands of employees. It would be vastly greater. People buy Kodaks, Victrolas and cans of soup because the thing they buy represents a service they need. All of these concerns achieved their growth by means of advertising. Every dollar spent in advertising has given employment to an interminable line of people from the man who writes the copy to the dealer who makes the sale. The advertising dollar is the builder of factories.

Should the head of any one of these concerns die today and an outsider be placed in charge who did not believe in advertising, volume production, wide distribution and low price, what would be the result? Loss—far-reaching and not easily reparable.

The owner of a one-man business has something to brag about—while he lives. But when he dies, unless he has trained others to carry on his ideals, the danger is that the glory will depart from his business and the monument he thought to erect will indeed be founded in the sand.

Advertising and Pocket Money

Almost every day we read of persons being held up by highwaymen and several thousand dollars being found on their persons. A druggist is held up in his home and loot of \$30,000 obtained. A physician is stuck up in his office and \$6,000 is extracted from him. And thus do the accounts run.

We have often wondered why people carry so much loose money around with them. We can understand why a large sum of money might be withdrawn from a bank for payroll purposes, but why should an individual whose ordinary cash requirements are very

small have as much money in his pockets as would be needed to start a country bank?

The druggist said he had the "wad" for a business deal. In the name of Alexander Hamilton, why should cash be needed for a deal? Why not use a cashier's check or bank draft or some other recognized instrument that is just as good as gold?

Busy men, such as physicians, often accumulate a lot of cash because they haven't time to go to the bank to deposit. Why do not more banks send out messengers for such deposits, as is now done in some cities?

Generally speaking, everybody carries too much cash, particularly folks who are traveling. The amount of money kept out of use in this way is enormous. Banks, we believe, could do much to prevent this. They maintain many different kinds of services that are not sufficiently well known to the public. These services require more advertising. While the banks do not profit directly from the rendering of this service, they would profit indirectly by reason of the larger deposits and the slightly longer period that the money would stay in the banks.

Advertising That Lifts the Curtain

Did you notice that recent advertisement of the Western Electric Company, in which a layout of the 201 parts that make up an ordinary telephone was pictured?

To us it came as a surprising revelation that there are so many screws, bolts, nuts, washers, discs, flanges and other parts in such a simple little instrument as the desk telephone. We have been using the phone every day without giving any thought as to its complexity or of the human ingenuity and mechanical skill required to bring it into existence.

It would therefore seem as though there is a field for advertising that would make us more appreciative of the many Twentieth Century conveniences which we are daily enjoying. We do not properly appraise the wonder-

ful service which has been built up for our benefit. Do we realize, for instance, all the time and effort and ability and capital it takes to place a quart of pasteurized milk at our doorstep the same hour every morning? We complain bitterly when there is a slip-up in the service, but do we appreciate how very seldom there is a slip-up?

There is a prolific source of copy in this idea which the Western Electric suggests. There is behind-the-scenes information in nearly every business about which the public would like to know. An excellent campaign of this nature was recently run by the Lackawanna Railroad. It contrasted present railroad service with the service given in the pioneer days of the D., L. & W. Ry. The marvelous progress that has been made graphically showed how little the irate commuter has to kick about when the 7.59 pulls into Hoboken four minutes late.

While Painting the Picture The vice-president in charge of sales for a big textile company is afraid some of his salesmen are painting pictures instead of selling goods. He thinks some of them are selling lantern slides instead of yardage for the cutting-up trade.

He says: "We have a fine portfolio. The president likes it; I like it too; so do some of the salesmen and so do some of their customers. But it is rather a formidable looking arrangement and I sometimes think that our less experienced men scare away many a sale with it. They do manage to get the dealer to follow them through an interesting panorama that includes an airplane photograph of our plant, a complete schedule for suggested advertising for a typical retailer in our line, many sample dealer helps pasted in, two series of suggested form letters clipped in and carefully numbered, lantern slides and all the rest.

"They're fine things for the dealer to use, but the salesman

who doesn't use his judgment in painting his advertising picture is apt to sit down in a busy man's office and carry him through the whole portfolio. He may sell him everything from the airplane photograph to the lantern slides, and tire the man out before he has come to a discussion of what the product can do for the dealer, or what it can do to help his customers in their household problems."

From where we are sitting, it would seem that the obvious thing for the sales manager to do is to get his men to speak thus: "This, and this, and this are what my house will offer you in addition to a fine product which will do thus and so for you, and thus for your customers."

The salesman first of all is hired to sell his product. If he wants to paint the picture later to clinch the sale, so much the better.

Many salesmen have the knack of painting a picture quickly and concisely without taking up a lot of time. But as for the salesman who confuses his job and goes out to sell airplane photographs or lantern slides instead of his product, we agree with the sales manager—he would be better off painting pictures on a sign board.

Will Hays Dinner Next Month

The dinner of publishing interests in honor of Postmaster General Hays, which it was proposed to hold March 8, has been cancelled at the request of the committee. The latter part of April, at the time of the annual conventions of the American Newspaper Publishers Association and the Associated Press, Mr. Hays will be a dinner guest of publishers. The National Publishers Association will be identified with the newspaper publishers in this dinner.

Tire Account for Albee Corporation

The Albee Corporation, Chicago advertising agency, is now handling the entire account of the Hydro-United Tire Company, Pottstown, Pa.

Newspapers, trade journals and magazines will be used. Walter L. Haskell, who has been in charge of the Milwaukee office of The Albee Corporation, is now representing this agency in Toledo.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and

Piedmont Cigarettes)

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: In accordance with its policy of concentration, this agency does not permit the initial study and development of service on a new account to be interrupted by the acceptance of a still newer

one. During the considerable period, therefore, while the problems of our fourth and newest client, the American Chicle Company, are being mastered, a fifth account will not be sought.

WANTED

**A Mail-Order Copy
Man with Publishing
Experience**

ONE of America's largest publishing houses is looking for a man who is essentially a "salesman on paper"—one who is especially strong on sales letters and circulation-getting circular material.

THE man desired now lives in New York. He is young, human, and will fit in an organization where there is wide room for him to build a real future.

SELL yourself in a letter which briefly outlines your education, experience, age, salary and any other personal information you care to give.

Address "Magazines"
Box 5, Sta. C, New York City.

This Man Will Build Himself into Your Business

He has a position—what he wants is a permanent connection that affords a real opportunity.

He has served his time in advertising agencies—as copy writer, contact man, and member of the Plan Board. Has done active selling, too; in one case tripling sales in less than a year.

His experience has been almost entirely in automotive and technical lines, and his best work is yet to be done—he hasn't slipped into a rut.

He does not expect a job to be made to order for him—he does expect a job with a lot of work—as Advertising Manager with a manufacturer, or as Account Executive with a busy agency.

Age 38—married—friendly personality—healthy—bank account—unquestionable references—salary \$7,500. New York City preferred.

Address "K. B.," Box 162, care of Printers' Ink.

R. W. Lindsay Sales Manager of Pratt & Lambert

R. W. Lindsay, for the last four years manager of industrial sales of Pratt & Lambert, Inc., has been made sales manager. He will continue in charge of industrial sales and take on added duties in trade sales work, being located, as formerly, at Buffalo, N. Y., headquarters of the company. Mr. Lindsay has been with the company for thirteen years.

Chicago Agency Secures New Accounts

The Ideal Laboratories Co., Chicago, maker of "Lura" toilet preparations, has placed its advertising account with the McJunkin Advertising Company, Chicago. A newspaper campaign for "Lura" liquid shampoo is being planned. The McJunkin Advertising Company has also secured the account of the Grand Rapids Tire & Rubber Company, Grand Rapids, Mich.

George H. Phelps Forms Own Company in Detroit

George Harrison Phelps, director of advertising of Dodge Brothers, Detroit, has organized his own company and will conduct a general advertising service under the name of George Harrison Phelps, Incorporated. He will continue to direct the advertising for Dodge automobiles. The new company will begin operating April 1.

F. H. Behrens with "Pacific Marine Review"

F. H. Behrens, for nine years with the McGraw-Hill Co., in the advertising and editorial departments of *Electric Railway Journal* and more recently with the Simmons-Boardman Publishing Co., is now Eastern Manager of the *Pacific Marine Review* and the *Western Machinery World* with headquarters at New York.

E. R. Strempele with "The Red Book Magazine"

E. R. Strempele, who has been sales manager for Free-Westinghouse Electric Sewing Machines, is now associated with Ralph K. Strassman in the New York office of *The Red Book Magazine*. Mr. Strempele was formerly with the *American Magazine* and later with the George Batten Company.

Waterbury "American" Sold to R. R. Whitman

Russell R. Whitman, publisher of the *New York Commercial*, has bought the Waterbury, Conn., *American*. Charles F. Chapin will continue to be editor of the *American* and will act as the personal representative of Mr. Whitman.

MILLION AND A HALF (1,500,000)

"DAILY MAILS" DAILY NEW WORLD'S RECORD MADE

London, England

6th February 1922

*We certify that the average net daily sale of
"The Daily Mail," after deducting all unsold
and free copies whatsoever, for the month
ended 31st January 1922, was*

1,532,709

LEVER, HONEYMAN & CO.,
Chartered Accountants,
E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants

Appended are the figures of *net sale* for the past twelve months:

28th February (1921)	1,295,637
31st March	1,344,944
30th April	1,372,294
31st May	1,381,217
30th June	1,405,837
31st July	1,435,311
31st August	1,425,604
30th September	1,433,641
31st October	1,437,328
30th November	1,465,196
31st December	1,483,745
31st January (1922)	1,532,709

FULL INFORMATION FROM "THE DAILY MAIL"
NEW YORK BUSINESS OFFICE: THIRTY
CHURCH STREET, NEW YORK CITY

The Little Schoolmaster's Classroom

THE Schoolmaster is one of the last persons in the world to advocate the use of gunman methods of salesmanship as a means of making sales in a dull period. It is as everlastingly true in business as it is in life that "free choice" is an inalienable right of every human being. Unless the buyer wants to buy as hotly as the seller wants to sell, there is no real sale. Forcing the buyer to buy against his will has resulted in present sales of one and two dollars that have killed future sales of hundreds and thousands.

What, then, is the salesman to do when people refuse to buy? Accept the refusal and commit hari-kari? We would hesitate to recommend this in every case.

One thing a salesman can do is to listen to the reasons given by the prospect and then find out whether these reasons may be only excuses.

One sales manager found a way. He found it only by going out into the field and making a personal investigation.

He was prompted to make the investigation because of a report received from one of his best salesmen. The report dealt with a certain Pennsylvania town where this company had three excellent dealer customers. Every one of the dealers had refused to buy when the salesman called. This report came as the culmination of a week of poor reports.

The sales manager made a trip to that town at once. He sought the manager of the hotel. Did the town have a Board of Trade or Chamber of Commerce? Yes, it did. Who was the secretary?

After obtaining all the facts possible from the hotel manager about business conditions in town the sales manager called on the secretary of the Chamber of Commerce. Before he parted company with the secretary, he had a card of introduction to the presi-

dent of the local Rotary Club, the presidents of four banks and the business managers of two newspapers. He spent the rest of the day interviewing these people.

The next day he called on his largest dealer and asked him why he had not bought. Because he had not sold anything since the salesman had called on him before. Why had he not? Because nobody was buying. Why were they not? Because the town was broke—nobody had any money. None of the local merchants was doing any business, the banks were not lending any money, and things locally were in awful shape.

This sad condition of affairs was not reflected in the sales manager's findings of the previous day.

To begin with, the secretary of the Chamber told him that at the latest meeting of the retail merchants association, most of the merchants present had reported business improving. The bankers interviewed by the sales manager gave him copies of their latest published statements, and told him of a very healthy condition in regard to savings deposits. The business managers of the newspapers showed him that many local merchants were advertising and doing a good business.

There were the facts. The dealer could not deny them. There was nothing wrong with the town. The retailer was wrong and everything else was right.

This experience taught the sales manager a valuable lesson—namely, that retailers, as a rule, do not know what is going on in their own towns. He therefore instructed all salesmen to make it a point whenever they found business bad in a town to interview the secretary of the Chamber of Commerce, the bankers and the newspapers for facts with which to convince the dealer that conditions are better than he thinks.

Selling Copy

We are glad to state plainly our belief that advertising copy first and foremost should *sell goods*. And we have been unusually successful, we are told, in securing both prestige and good will for clients whose advertising, as prepared by us, really does *sell*.

Write for these booklets:

"How to Judge an Advertising Agency"

"Points on Merchandising Advertised Products Through Department Stores"

"Merchandising Advertised Products Through Drug Stores"

J. H. CROSS CO.

General Advertising Agents

214 South 12th St., Philadelphia, Pa.

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau

A Man "On the Way Up"

Who desires an opportunity in the advertising profession commensurate with unusual ability, is wanted by a leading lithographic organization. A knowledge of advertising principles, creative and sales ability and good address are among the qualities required—technical knowledge unnecessary. Every opportunity for progress and an assured future for man of requisite talent.

Probably this man is young, but he must be essentially a business man and able to meet men of large caliber. Address, "L. H.," Box 165, care PRINTERS' INK.

With Two Good Prospective Accounts

I am open for a copy or contact position where I shall have time to continue developing these prospects.

I have created intensely human and pulling copy on subjects supposedly dead. Certainly you have seen my work and found it good.

Yet my strength is even more in plans and merchandising, in thinking straight and spotting the winning sales appeal.

To any agency I shall bring strength and added vision in both production and contact work.

Christian, age 33, C. E. 10 years' advertising, 7 years' agency work.

Address "N. A.," Box 161, care of Printers' Ink.

And the best feature of the idea, this sales manager assures us, is that the information gathered by the salesman gives him a confidence that he did not have before and which he needed even more than the retailer!

* * *

The importance of advertising to Youth is wonderfully exemplified in the strides being made by the numerous radio outfit manufacturing enterprises. The idea has literally become an overnight craze. In his own suburban section, the Schoolmaster has seen eleven houses wired over their roofs within the past week. In every little town radio shops are opening.

It was while attending a special radio concert at one of these suburban "stores" that the Schoolmaster discovered something that interested him. Young boys and girls were the enthusiasts. Children made their elders come to investigate.

Dad was made to feel that he was very much behind the times, an old fogey, if he did not make the radio installation.

Reports from various manufacturers show that the young folks are pushing the radio idea and are largely responsible for the tremendous volume of sales.

* * *

The ever-increasing importance of advertising to the dealer was impressed upon the Schoolmaster last week by listening to an agency man's troubles. The latter had just discovered to his great dismay that dealers thought a certain product was "about the bummiest on the market." As he was helping to spend more than a half million dollars annually to advertise that product he was much disturbed. His wife had made the discovery. She was making some purchases and asked for this particular product.

"We have it," said the clerk, "but we do not recommend it," and added some statements that were uncomplimentary in the extreme. The consumer challenged the truthfulness of the remarks and added for emphasis that her husband wrote the copy.

We find the
quiries
THE F
six mo
Tha
one of
is on c

Easter
Cons
7 West 1

Subscrip

Publish

Wo
Gre
Gro
Jou

Norther
MASSAC
VERMON
POPUL

G
FORC

Their Best Bet!

We've been in **THE ROTARIAN** now for about six months, and I find that each succeeding month brings an increasing number of inquiries over the preceding month. In other words, one dollar spent in **THE ROTARIAN** today brings us really twice the returns it purchased six months ago.

That's the principal reason why we support **THE ROTARIAN** as one of our best bets today. Likewise, that's the reason **THE ROTARIAN** is on our list throughout 1922.

THE HOCKENBURY SYSTEM, INC.

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives

CHICAGO

Advertising Manager

Constantine & Hull

Great Britain

Frank R. Jennings

7 West 16th St., New York

Thos. Stephenson

910 So. Michigan Blvd., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by the International Association of Rotary Clubs

World's
Greatest
Grocers
Journal


**INTERNATIONAL
GROCER**

Chicago,
Illinois

*Dominates Chicago and the Central West
— 15,000 Retail and Wholesale Grocers*

Northern New England

MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5163,000

For 25 years we have been building a plant and organization to dominate this territory in the limited Outdoor Advertising field. A complete, efficient service is now offered.

This service meets
on your requirements

THE KIMBALL SYSTEM

Main Office
Lowell, Mass.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

2-Color Printing

Exceptionally low costs on fine catalog and book work in long runs.

We have for sale excess capacity of new Cottrell two-color two-side web rotary magazine press, delivering sheet 24 1/2 in. x 35 3/4 in. Finest color work at cost far below any flat-bed equipment.

Address "R", Printers' Ink

What can You Bring to an Agency?

One of the smaller agencies (A. N. P. A. recognition) anticipating quick business improvement is offering participating interest to the right parties, with or without capital. Address "W. F.," Box 164, care of Printers' Ink

THE PERFECTION COPY-FITTER

For Every Advertising Man

Here's a time, money, work and worry saving assistant for your layout and copy preparation. A perfected scale used mechanically—not referred to—that tells you exactly the amount of copy for a given space. No counting of words, no multiplying—the Copy Fitter does it all.

Sent on FREE TRIAL—\$2.00 if kept

Send me your name and address for a Perfection Copy-Fitter on 10 days' FREE trial. If it makes good send me \$2.00. If not, return it. That's fair, isn't it? Then send for yours NOW.

J. B. WALKER, 420 Wrigley Bldg., Chicago, Ill.

"It is splendid advertising," the clerk admitted, "but the product itself is the bummiest on the market."

An investigation followed, and it was found that dealers in general held about the same view. A canvass of the sales talks that had gone to the dealers, both through trade magazines and direct-mail, showed that not a word had been said about the quality of the product. Only the extensive consumer advertising had been sold to them, and the erroneous impression had been allowed to spread that the article was of poor quality, and an army of dealers had been busily employed in trying to counteract the effects of the advertising.

It is a great tribute to the effectiveness of advertising that the sale of the product had increased in spite of dealer antagonism. But the next trade advertising will emphasize strongly the quality of the product.

National Carbon Co. Combines Sales Departments

The National Carbon Company has consolidated the sales organizations of Columbia Batteries and Eveready Flashlights. The consolidated organization will have its headquarters in Long Island City, N. Y.

J. H. Crawford becomes general sales manager, Emmet K. Moore assistant general sales manager, and E. G. Clemenson, assistant general sales manager, while F. Wilson-Lawrenson takes charge of publicity and sales promotion.

"Profitable Retailing," New Chicago Publication

Profitable Retailing is the name of a new monthly publication that is planned to "furnish retail merchants with selected information in condensed form." It will cover specifically, according to its announcement, matters of interest to hardware, implement, feed and general stores in Illinois, Wisconsin, Michigan, Ohio and Indiana. Publication offices are in Chicago.

Sell to ST. LOUIS

And Its Famous
150-Mile Radius

Globe-Democrat

Largest Daily Circulation
of Any St. Louis Newspaper

Mar. 2,

"School zine

School and girls month Publishing of the Harrison stein, se Harrison The tened f ages of sold at a

To the the task from his with the do not whether it must to hear has been lars by 1 verty Missouri

Tex

The F Texas, h Agency, the adver Fair flor Southern

Arnold manager of the N Men to b the Nation headquarte

How t

The second authoritat understoo the Febru A few co that of opening

Subs Si

MAIL BAG 12000 W

"School Days" a New Magazine for Boys and Girls

School Days, a magazine for boys and girls, is being published twice a month at New York by School Days Publishing Company, Inc. The offices of the publishing company are: S. J. Harrison, president, and H. J. Goldstein, secretary and treasurer. H. A. Harrison is editor.

The publication is specifically intended for girls and boys between the ages of eleven and seventeen. It is sold at a price of three cents per copy.

A Dream, Perhaps

To the publisher who is wearied by the task of asking for advertisements from his local merchants and meeting with the attitude that said merchants do not give a tinker's imprecation whether their ads appear in his paper, it must be refreshing and encouraging to hear that an Oklahoma newspaper has been sued for one hundred dollars by a grocer whose ad was inadvertently left out of the paper.—*The Missouri Valley Publisher*.

Texas Millers Appoint Chambers Agency

The Fant Milling Co., Sherman, Texas, has appointed The Chambers Agency, Inc., New Orleans, to handle the advertising of Gladioli and Fant's Fairy flour. Copy is going out to Southern newspapers.

Arnold A. Mowbray has resigned as manager of the membership department of the National Association of Credit Men to become executive secretary of the National Selected Morticians, the headquarters of which is in Pittsburgh.

How to Do Mail-Order Advertising

The second article of V. E. Pratt's authoritative series on this little-understood subject appeared in the February issue of *The Mailbag*. A few copies of that issue and of that of January—containing the opening article—still available.

Subscription, \$2 a Year
Single Copies, 20c.

MAILBAG PUBLISHING CO.,
1200D West 9th St., Cleveland, O.

"Greatest Lumber Newspaper on Earth."

American Lumberman

Published in CHICAGO
—Read wherever lumber is cut or sold.
Member A. B. C.

R
D
S

WHEN you must know quick.—The Richey Data Service is right there to solve advertising and sales problems. That's why the leading advertising and sales executives use it. This month's Bulletin shows you why. Write for it now.

THE RICHEY DATA SERVICE
P. O. Box 101 Indianapolis, Ind.

Adcomposition

by a personnel specially adapted to the interpretation of layouts. Day & night.

GARAMOND PRESS INC
357 W 36 St N Y : Longacre 2440-41

WHAT IS YOUR PROBLEM?

ASK The Search-Light

Anything You Want to Know
A Special Service Organization—Founded in 1895
Investigators, Researchers, Statisticians,
Writers, Illustrators, Editors.

A Library Comprising Millions of Records,
Clippings and Pictures.

EGBERT GILLISS HANDY
Founder-President and Executive Chairman,
Francis Trevelyan Miller, L.L.D., Litt.D.
450 Fourth Avenue, New York. [Editor-in-Chief]



Howell Cuts

for houseorgans
direct mail and
other advertising

ask for proofs
Charles E. Howell, Pisk Building, New York

PRINTCRAFT PRESS

Faith is the name of a little monthly publication we issue. If you would like to receive it just send us your name.

A ring brings a principal,
with no obligation

213 W. 40th St., New York
Near Times Square BRyant 0131

Your copy:

might be more effective if written by an agency-trained free lance. Reasonable rates. If you think I could help you, address "R. J.," Box 160, care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

An Irresistible Force to overcome SALES RESISTANCE

"Toycro" Advertising Balloons

Ask us how
Dept. AB

THE TOYCRAFT RUBBER COMPANY
Ashland, Ohio, U. S. A.

BACK IN 1778

General Sullivan—New Hampshire—started the ball a-rolling—eventually Uncle Sam was born. As New Hampshire—with true General Sullivan instinct—we start the ball a-rolling for advertisers—eventually the Universe knows. New Hampshire—"Playground of America"—Mecca of Tourists—College Students—Prosperous Natives. Service Folder on Request.
ALBERT ADVERTISING SERVICE
93 High Street, Portsmouth, N. H.

Originating

SALESLETTERS that GRIP

Combining Force and Novelty

SITGREAVES-ADVERTISING

1820
Y St. WASHINGTON, D. C.

The Complete Book on Engraving



printing and related (35) subjects. "Commercial Engraving and Printing" (850 pgs.; over 1500 illustrations) tells how to prepare copy; how to choose method of reproduction, paper, plates, color harmonies, and hundreds of other helpful suggestions. Write for prospectus, approval offer and payment plan.

Commercial Engraving Pub. Co.
Dept. FB Indianapolis, Ind.

Garamond PRESS INCORPORATED

INTELLIGENCE and taste are elements that contribute quite as much as mechanical knowledge to the production of finer printing

357 W 36 ST • L'acre 2440

Newspaper Campaign for Lang Stoves

A newspaper campaign in the Pacific Northwest for the F. S. Lang Manufacturing Company, Seattle manufacturer of Lang Stoves, is being planned. National hotel publications and Pacific Northwest farm papers will also be used.

The Birchard Company, Seattle advertising agency, will direct the campaign.

Elected to the Board of Shur-on Optical Co.

At a meeting of the stockholders of the Shur-on Optical Co., of Rochester, N. Y., Elmer Robinson was elected to the board of directors.

Mr. Robinson has been advertising manager of the Shur-on company for the last three years.

"Sealdsweet" Advertising in England

The Florida Citrus Exchange is advertising "Sealdsweet" oranges and grapefruit in newspapers of England, through the Thomas Advertising Service of Jacksonville, Fla.

New Account for Foley Agency

The David Berg Industrial Alcohol Company, Philadelphia, has appointed the Richard A. Foley Advertising Agency, Inc., Philadelphia, to handle its advertising.

C. Foster Browning with Aitkin-Kynett Co.

C. Foster Browning has joined The Aitkin-Kynett Company, advertising agency of Philadelphia, as one of the staff of the copy and contact departments.

LOS ANGELES

EVENING HERALD

FIRST IN PAID CIRCULATION
(Over 140,000 daily)

FIRST IN PAID ADVERTISING
(National and local)

FIRST IN RESULTS FROM ADS

"Supreme in the evening field"

Representatives:

New York: H. W. Moloney. Chicago: G. Logan Payne Co.
604 Times Bldg. 432 Marquette Bldg.

Class
each
cents.

BUS

ASK FOR
copy of
297 Madi
It presen
tunities.

Are You
tizing Ma
ing man
to repres
vicinity.



Printin

CON

PE
I have a
ter display
National
drive hand
patent is fo

FINA

Warm, dig
conservativ
Strader, 50
Murray H

Address
27,000

These plate
leading bar
eliminated
them six w
to be mor
which wou
much. W
Roller Bear

PHOTO

operating
connect w
using a h
ENGRAV
propositio
interested.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR YOUR

copy of Harris-Dibble Bulletin.
297 Madison Avenue, N. Y. C.
It presents some good publishing opportunities.

Are You in Need of an Eastern Advertising Manager? Experienced advertising man seeks one or two publications to represent in New York City and vicinity. Box 668, Printers' Ink.



Add snap to drab printed pages with these colorful little "spots." Drawn to your order. Under 2 inches square, \$1.00. Box 654, care Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

PRINTING SALESMAN

I have a patent on a device for a counter display on which any man calling on National Advertisers can make a big drive handling this as a side line. This patent is for sale. Address Box 652, P. I.

FINANCIAL COPY

Warm, dignified copy for agencies and conservative financial houses. G. A. Strader, 505 Fifth Avenue, New York. Murray Hill 7513.

Addressograph Plates of 27,000 Barbers For Sale

These plates cover the proprietors of the leading barber shops of 35 States. We eliminated the dead ones when we used them six weeks ago. You will find them to be more accurate than a new set which would cost you three times as much. Write or wire, The Timken Roller Bearing Company, Canton, Ohio.

HIGH CLASS

PHOTO ENGRAVING HOUSE

operating day and night, desires to connect with Publisher or Agency using a large volume of PHOTO ENGRAVINGS. An interesting proposition will be made to those interested. Box 644, Printers' Ink.

Manufacturer of toilet article is looking for a sales agency to put it on the market. It is a staple, the best in its class, and is sold under a registered trade-mark. Box 665, Printers' Ink.

ADVERTISING AGENCIES SYNDICATING advertising or feature service to weekly newspapers will be interested in our ad-feature service. State territory. E. G. Kitson, 126 Shelby Block, Detroit.

HELP WANTED

EXPERIENCED MAN wanted to manage circulation of established Eastern farm paper. Please state experience and salary expected. Box 650, care of Printers' Ink.

WANTED

Letterer and Designer. Good Position.
HOWARD-WESSON-COMPANY,
Artists-Engravers
WORCESTER, MASS.

Advertising or Premium Salesman. \$150.00 up weekly. Most complete and novel advertising service. High-class man only. Ralph Korngold, Mgr., 3164 Lincoln Ave., Chicago.

World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

Artist—Must be first class layout man on direct-by-mail work of all kinds. Send samples of work with application. The Walter S. Miller Co., 14-16 N. St. Clair St., Toledo, Ohio.

EXPERIENCED ESTIMATOR

wanted by High-Class Bank Printers and Lithographers. Good salary and splendid opportunity for capable man. State full particulars. Box 662, Printers' Ink.

ADVERTISING ART SOLICITOR wanted to sell for four known artists.

1133 Broadway, Room 1601

TRADE PAPER WANTS EASTERN REPRESENTATIVE

Southern trade publication of 27 years' standing and recognized by leading agencies, wants Eastern advertising representative. Commission basis. Satisfactory arrangement on existing accounts. State what publications you now represent. Immediate connection.

Merchant and Manufacturer
Nashville, Tenn.

WANTED—Estimator and typographical layout man. Northwestern Ohio Plant. Box 641, care of Printers' Ink.

NEWSPAPER WRITER wanted for new trade publication, who is good at obtaining material from interviews, and to handle editorial end. Perhaps assume entire charge of the production of the magazine. Address Box 660, Printers' Ink, Chicago Office.

SALESMAN (HIGH GRADE) wanted by High-Class Printers and Lithographers for Boston; also one for New England. Preferably with following among Bankers, Brokers or Commercial concerns. State full particulars. Application confidential. Box 663, P. I.

Man, experienced, to write copy. Ads morning and evening papers for retail clothing establishment. State experience in detail. Box 643, Printers' Ink.

EDITOR AND MANAGER

Successful experience as editor, advertising salesman, circulation manager and business manager on class publications in engineering, public utility and business fields. Now engaged, but will consider making change involving wider responsibilities. Box 653, Printers' Ink.

Agent wanted in every city in America to sell an inexpensive new article that is needed for daily use in every office and home. Easy seller, good profits. Permanent, exclusive arrangements possible. Write for particulars, mentioning this publication. P. O. Box 1158, City Hall Station, New York City.

WANT FIGURE ARTIST

who does pen and ink well. Must devise and draw situations in color containing people who look natural, human and appealing. Good salary and good future for steady man who can forget the bright lights and "stay put" with a live organization in a live and growing art field. Send samples with letter. Wilson H. Lee Advertising Service, New Haven, Conn.

ADVERTISING —SALESMAN

with experience in planning advertising and in sales promotion work. One who can go out alone or with salesmen and prove that his plans bring business, at a profit, from those who buy and sell furniture.

Address: Box 645,
Care of Printers' Ink.

Real Estate Expert Wanted—Experienced as manager and solicitor of advertising for class magazine. Address Box 659, Printers' Ink.

ARTIST—We need another all-round artist, good on figures and lettering. Prefer young man of sufficient experience in commercial field to place him past beginner's stage. Starting salary moderate, but future is promising. Send sample and detailed letter, stating past experience, age, salary desired, whether married. **TAUBER ADVERTISING AGENCY**, Star Bldg., Washington, D. C.

Protestant Religious Organization desires someone with required ability for Advertising and Circulation Manager of their official publication, The Christian Home Magazine.

This publication has a large future. Some man will find a rare opportunity to render a worth-while service. If interested, address Rev. Wm. Matthew Holderby, 541 Marquette Bldg., Chicago, Ill.

Experienced Salesman of Printing needed by growing concern. Opportunity for young man who desires to build business for himself and later organize a sales force. Territory will be only as large at first as can be well worked. Man must be able to think out the other man's problems and help him to success by creative advertising. Opportunity limited only by ability and energy of man. Headquarters will be Terre Haute, Ind. Sell yourself to us as evidence that you can sell yourself to others. P. O. Box 596, Terre Haute, Ind.

MISCELLANEOUS

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. **STRYKER PRESS**, Washington, N. J. Phone 100.

FOR SALE

Our I.C.S. Complete Advertising Course—\$25.00. Our La Salle Letter Writing Course—\$25.00. Will send either one C. O. D. or insured parcel post on receipt of price. Address Box 642, care of Printers' Ink.

Artist—Here is a headquarters for you at a good New York address with an up-to-date printer, where you can have free rent and whatever work we have for general advertising, illustrations, posters, etc. An opportunity for good free lance to start out for himself. Box 649, P. I.

ATMOSPHERE in Drawings



RUDOLPH
SCHWARTZ
244
FIFTH AVE
New York



Advertiser
cern in
man of
ment, a
month

Several
Speciali
Whole
646. Pr

Young
student
advertis
York.

AGENCY

by your
with pr
of type,
nograph

Artist
(19), de
firm. C

French
experien
Printers'

ARTIST
years' tr
speaking
with New
work for
dress Bo

ADVERTISER
man, no
with an
Two year
ing adver
cial art.

**Do You
Manager**
represent
Prefer re
additional
727 Mon

Director
and Mec
ing trade
change hi
edge of m
tion. Avi
City. Bo

MR. N
Advertisi
commercial
sell layou
lineage s
organization
sides plen
Moderate
Address

ADVERTISING

Young ma
eled and
agency ex
vertising
Assistant
partment
consider c
nel pointi
Box 655,

POSITIONS WANTED

Advertising Managership of growing concern in Middle West sought by competent man of 28. Agency, advertising department, and editorial experience. \$325 per month. Available in 90 days. Box 651, P. I.

ARTIST

Several years' advertising experience. Specializing Pen-and-Ink Illustrations. Whole or part-time proposition. Box 646, Printers' Ink.

MANAGER'S ASSISTANT

Young man, 19, experienced agency, student N. Y. U. nights, wants to assist advertising manager; stenographer; New York. Box 656, Printers' Ink.

AGENCY CONNECTION WANTED

by young, college-trained copy writer with practical experience. Knowledge of type, layouts and engravings. Stenographer-typist. Box 666, P. I.

Artist and Copy Writer, young man (19), desires connection with New York firm. Can speak English, Spanish and French fluently, and has had 2 years' experience in art studios. Box 657, Printers' Ink.

ARTIST—High school education, four years' training sculpture, expert letterer, speaking three languages, wishes position with New York Advertising Firm. Will work for moderate salary to begin. Address Box 648, Printers' Ink.

ADVERTISER'S ASSISTANT—Young man, now employed, desires connection with an advertising agency, or company. Two years' experience. At present studying advertising. Knowledge of commercial art. Box 661, Printers' Ink.

Do You Want a Western Advertising Manager? Have Chicago Office. Now representing New York financial weekly. Prefer representative trade paper. Want additional connection. Address "F.H.E.," 727 Monadnock Block, Chicago.

Director of Circulation, Advertising and Mechanical Departments of leading trade paper for many years would change his connection. Thorough knowledge of mechanics, makeup and organization. Available April first in New York City. Box 669, Printers' Ink.

MR. NEWSPAPER PUBLISHER

Advertising salesman, copy writer and commercial letterer who can make and sell layouts that will increase your local lineage seeks opportunity with live organization. Has many selling ideas, besides plenty of features that really sell. Moderate salary until worth is proved. Address Box 658, Printers' Ink.

ADVERTISING MANAGERS, DEPARTMENT STORES, ATTENTION

Young man, college trained, widely traveled and read, of sound ideas, limited agency experience following I. C. S. advertising course, desires connection as Assistant to Advertising Manager Department or Specialty Store, or would consider copy department or other channel pointing toward greater opportunity. Box 655, Printers' Ink.

WE CONNECT THE WIRES

ADVERTISING MANAGER.

experienced in direct-mail selling, gas engines, washing machines, cream separators, farm implements, wants \$4000 position. Age 35; electrical engineer, married. Employer writes: "Would bank on his ability to handle any job he tackles; recommend him in every way." Mention 3951-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

ONE-MAN ORGANIZATION

Young Gentleman, Executive Calibre, Accountant, Correspondent Secretary. Knowledge Advertising, Sales, Costs. University Education. Box 647, P. I.

A HUMAN MAN

Also a student of advertising for two years, with nine months' selling experience in magazine field, possessing desirable qualities, seeks a permanent connection. Address Box 667, P. I.

Knapp-ad "righter"

seeks connection. Expert on layout, copy, art and research. 4 years in trade-journal copy and art service. 2 years' agency experience. Not "highbrow." 25 South Warren Ave., Columbus, O.

Advertising, Sales Promotion Manager

Thoroughly experienced in production of complete advertising, sales and merchandising campaigns, backed by several years' road selling. Familiar with market conditions in twenty-six States. Editor house publication that has gone over big. Actual records of accomplishments proven by samples and references of past and present employers. Age 32, married, located in Central West. Experience general, largely electrical. Position must be big enough to warrant salary of \$5,000. Box 664, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - New York

Table of Contents

NEW YORK, March 2, 1922

Gold Dust's "28 Uses" Lead the Way to Wider Markets.....	<i>Roland Cole</i>	3
Are Your Sales Letters Written in a "High-Pitched Voice"?.....	<i>Maxwell Droke</i>	10
Advertising for More Revenue in Smaller Units.....	<i>Roy Dickinson</i>	17
Following Up Inquiries in Branch Territory.....		20
Seventeen Ways of Covering a Territory without Salesmen. II.....	<i>John Allen Murphy</i>	25
Is Long Copy Coming Back?.....	<i>P. K. Marsh</i>	33
Attention Zones of the Illustration.....	<i>W. Livingston Larned</i>	41
Business and the Business Press.....	<i>Roy W. Johnson</i>	49
The Bolsheviks Make Their Peace with Advertising.....		57
Can Federal Trade Commission Prevent Misbranding?.....	<i>Chauncey P. Carter</i>	59
Heading Off Threatened Infringement.....		69
Railroads Find Advertising Angle for Freight Facilities.....	<i>J. G. Condon</i>	73
Just What Can a "Merchandising Department" Accomplish?.....	<i>A. L. Townsend</i>	77
Banker Tells How Advertising Can Bring Profits in 1922.....	<i>Interview with John W. Staley</i>	87
Savings Banks Use Advertising Co-operatively.....	<i>James M. Moseley</i>	92
Does Advertising Increase Cost of Women's Apparel?.....		99
Jobbing Tires to Dealers without Salesmen.....	<i>R. L. Burdick</i>	103
A 1922 List of Employees' Magazines.....		113
Editorials		144
A Business Built to Endure—Advertising and Pocket Money—Advertising That Lifts the Curtain—While Painting the Picture.		
The Little Schoolmaster's Classroom.....		152

Outdoor Advertising

NATION-WIDE

**110,000,000
CIRCULATION**

**Test your advertising this
way: Does it enter into
your merchandising plans
as an economic factor?
That's the test welcomed by**

OUTDOOR ADVERTISING

Thos. Casack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

The Signboard represents Lineage The Crowd represents Circulation

Average Lineage—12 Other N. Y. Papers—1921



The twelve leading New York newspapers carried an average volume of 10,156,141 agate lines of advertising in 1921. The average circulation for each paper was 245,236 copies. (*A. B. C. circulation figures, September 30, 1921, and New York Evening Post lineage figures*). On the other hand—

NEWS Lineage—21



The Daily News in 1921 ran 2,761,148 agate lines. (*New York Evening Post figures*). The average circulation for twelve months ending December 31, 1921, was 406,412. All of these readers see only a little advertising in the Daily News.

Limited Lineage

BECAUSE of its tabloid size, the Daily News cannot carry more than 17,000 agate lines of advertising in a maximum issue of thirty-two pages. This advertising limitation affords to a few advertisers the unique opportunity of reaching the largest morning circulation in New York. The most readers see more of the limited advertising in the Daily News. Do not neglect this advertising economy!

THE  NEWS
New York's Picture Newspaper

25 PARK PLACE, NEW YORK
TRIBUNE BLDG., CHICAGO